Advertisements: (5 Marks /50 Words)
An ADVERTISEMENT is a kind of public notice asking for or offering services or buying and selling property, goods etc., or providing information about missing persons, pets etc.
There are two kinds of advertisements:
1 Classified
2 Commercial or Display

CLASSIFIED ADVERTISEMENTS

These advertisements are grouped under common headings according to their categories.
(a) Classified Advertisements
• Clearly state the category at the top e.g. For Sale, To Let etc.
• Give all necessary details in points using commas.
• Give contact address, name, and telephone number.
• Put the matter in a box.

SAMPLES OF CLASSIFIED ADVERTISEMENTS
SAMPLE—1
You are Personal Assistant to G.M., ABC Metal Tools Company, Mumbai.
Your General Manager has asked you to draft a Classified advertisement for a local daily for the post of two engineers. Draft the advertisement in not more than 50 words.

SITUATION VACANT
Required two well qualified Mechanical Engineers, experience of two to five years, remuneration negotiable, attractive perks, Send the Curriculum Vitae within seven days to the Personnel Manager: ABC Metal Tools Company, 7, Vashist Complex Sikanderpur, Malad East, Mumbai, Ph. 26090003,26093330

SAMPLE—2
You are Anurag/Aparna of 110, Swasthya Vihar, New Delhi. You wish to let out a portion of your newly built house. Draft an advertisement in not more than 50 words for publication in the “To Let” column of The Hindustan Times, giving all necessary details.

TO LET
Available 1500 sq.ft. ground floor of a newly built house in Swasthya Vihar with two spacious bedrooms, attached bathrooms, drawing cum dining room, semi furnished, close to metro, company lease needed, rent expected Rs. 20,000 per month. Interested persons may please contact—Anurag/Aparna, 110 Swasthya Vihar, New Delhi. Phone-27439543

NECESSARY INFORMATION
SITUATION VACANT
• Specify the post and number of vacancies
• Qualities of the person required
• Name of the company (optional)
• Age and sex of the candidate
• Pay scale and perks
• Mode of applying
• Contact address and phone number

LOST AND FOUND
• Begin with LOST/FOUND
• Description of the article
• When and where the article was Lost/Found
• Reward for finding it
• Contact address and phone number

TO LET
• Type of accommodation, No. of rooms/floor
• Whether it’s independent or an apartment
• Rent expected
• Type of tenant required, Bank employee/small family
• Whom and when to contact
• Contact address/phone number

KENNEL
• Breed of dog
• Age
• Colour
• Training
• Price expected
• Contact address and phone number

VEHICLES FOR SALE
• Make: Maruti/Hyundai Santro etc.
• Model/colour/accessories/year of manufacture/mileage
• Condition
• Ownership details
• Price expected
• Contact address/phone number

PACKERS AND MOVERS
• Specify the services
• Give reason why you should be given a chance
• Area of work
• Whom to contact
• Contact address and phone number

PROPERTY FOR SALE
Plot for sale
• Location- where it is
• Area : in sq. meters/yards
• Name of the development authority
• Price expected
• Contact address/phone number

Travels and Tours
• Name of the agency
• Destinations and durations
• Details of the package
• Discounts if any
• Contact address and phone number

TUTIONS
Classes and subjects
Special qualities of the tutor
Qualifications and experience of the tutor
Previous results of his/her students
Contact address/phone number

HOUSE/FLAT FOR SALE
Type of accommodation, No. of rooms/floor
Whether it’s independent or an apartment
Price expected/negotiable
Location- where it is
Area : in sq. meters/yards
Name of the development authority
Whom and when to contact
Contact address/phone number

COMMERCIAL OR DISPLAY ADVERTISEMENTS
• They are designed for commercial purposes.
• Require more space, hence are costly. Must be attractive as they with visuals, catchy phrases and slogans.

MAIN FEATURES:
• Must be attractive with a catchy caption, heading or sub headings.
• Figurative language.
• Proportionate spacing of fonts with different sizes.
• Usually attractive with catchy slogans, punch lines, witty Expressions, pictures or sketches.
• Special offers or discount, if any.
• Details of the product or event given in a clear, precise way.
• Give name, contact number and address of the advertiser.
• Present the matter in a box.

Exercise for Practice (Advertisement)
1 M/s Blue Towers, a readymade jeans company is launching their 2011 range of jeans for men and women. Prepare a beautiful advertisement.

2 M/s Leather Shoes have brought a new range of formal shoes for men. Prepare a suitable advertisement for the range.

3 M/s Metro Shirts have introduced their new summer range of men’s shirts and T-shirts. Prepare an attractive advertisement for the range.

4 M/s Pen India has brought out a new gel pen in many colors. Prepare an eye-catching advertisement for the pen, giving all relevant details.

5 Draft an advertisement announcing the launch of special health drink by Health Care Private Ltd., highlighting its nutritive value.

6 You are working for an advertising agency. Draft an attractive advertisement for the company called Modern Machines which is launching washing machines.

(Word limit: 50 words)

7 You have recently started a Yoga Centre for school children. Draft an advertisement to be published in a local daily about it, giving all relevant details.

8 You want to dispose off your car, as you are going abroad. You are Harish of No.

9 You have recently started a Centre for Personality Development for school children. Draft an advertisement to be published in a local daily about it, giving all relevant details.

10 You are Manisha. You have started hobby classes for children of 6 to 12 years. Prepare a suitable advertisement giving all the required details. (50 words)

11 You are Mohan of Raja ki Mandi, Agra. You want a dance teacher for your younger sister. Write an advertisement to be published in the classified columns of a local paper. (50 words)

12 You propose to sell your flat as you are going abroad. Draft an advertisement to be published in the classified columns of ‘The Times of India’, New Delhi. (50 words)

13 You have a commercial flat suitable for an office/bank. You wish to rent it out. Draft an advertisement to be published in ‘The Times of India’, New Delhi under the classified columns.

14 You are Ashoka/Ashita of Sitapur, Lucknow. You have got a foreign assignment
and would be going abroad soon. You have a color television set and a refrigerator to sell. Draft a suitable advertisement to be displayed on the housing society notice board. (50 words)