

# 1

# WRITING

## Advertisement



### NEWSPAPER ADVERTISEMENT

The Media Cat is a premier Newspaper Advertising Agency in India. Basically, we deal with all major newspapers including Hindustan Times, The Tribune, The Indian Express, Dainik Bhaskar, The Times of India etc.



**0172-4948484**

**support@themediacat.com**



[www.themediacat.com](http://www.themediacat.com)

An advertisement, like the one shown above, is a kind of public notice asking for or offering services. It provides information about buying and selling property or other goods, etc. It also aims at seeking or providing information about missing persons, pets, belongings, etc. Thus, an advertisement is a convenient medium to seek or give information to the public for any need or purpose.

### Topic Notes

- Marking Scheme
- Structure
- Type 1: Classified Advertisement
- Type 2: Commercial or Display Advertisement



The world as we know is primarily made of two categories of people - the manufacturers and consumers. In order to sell their wares, manufacturers have to create awareness about their products or services. This message is intended for a target consumer base.

Advertising provides the perfect message and placing this message on the appropriate medium ensures maximum reach in minimum investment. Even in our day-to-day life, we often need to resort to either employing services, buying products or to advertise for the services we might be providing.

Before we commence to understand in detail, what advertisements are, it is important to see the weightage that has been placed on this short writing topic.

According to the latest CBSE syllabus for class XI, the Writing Section includes Advertisement Writing as a component to assess your writing skills in the short format.

## Marking Scheme

As per the latest CBSE pattern, 1 question will be asked on advertisement for 3 marks (with internal choice). The marks breakdown as per the new pattern is as follows:

### Format (1 mark)

- Essential to score 1 mark.
- Format (style) of 'Title' depends on the type of advertisement.
- Identifying the type of advertisement and thus its format is important.
- Upper case or bold letters is preferred to capture attention.

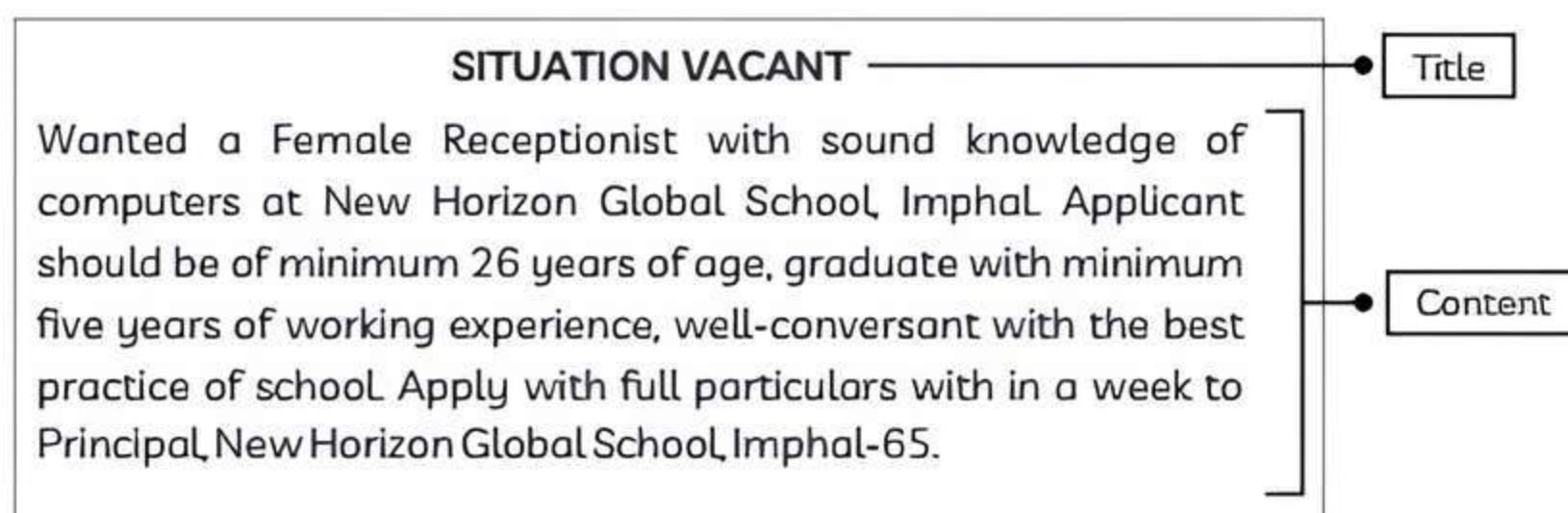
### Content (1 mark)

- It is the main body of an advertisement. It should be within 50 words.
- Should cover all suggested CBSE value points (necessary information) to easily score 1 mark.

### Expression (1 mark)

- The overall quality of writing is judged to decide if the final 1 mark should be given or not.
- Grammatical accuracy and correct spellings are important to score full marks.

## Structure

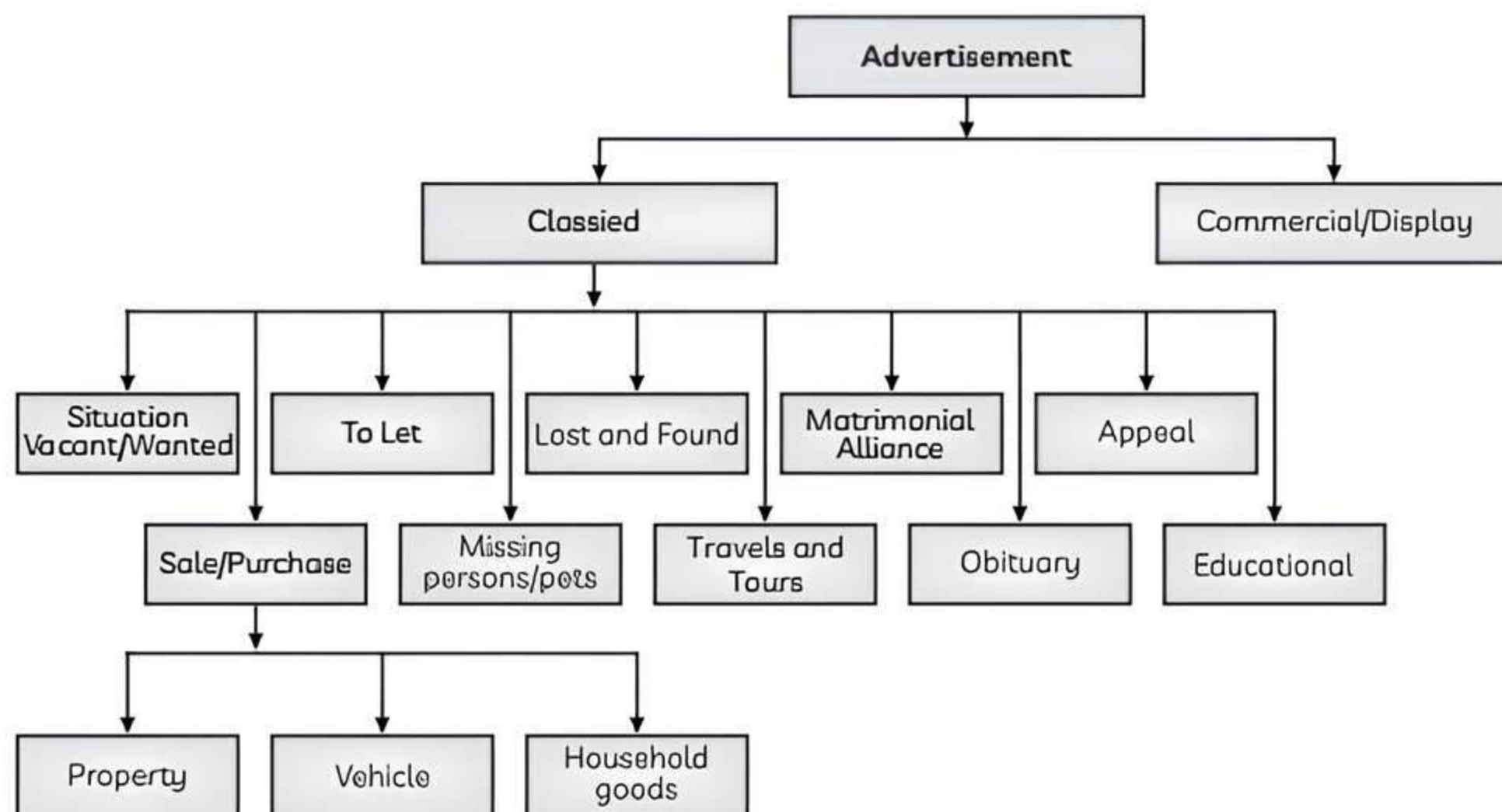


## Types of Advertisements

Advertisements are of two types:

- I. Classified Advertisements
- II. Commercial or Display Advertisements

It can be well understood with the help of the flowchart given:



## I. CLASSIFIED ADVERTISEMENTS

Classified advertisements are like short messages. Our newspapers/magazines feature a large number of such ads on a regular basis. The uniqueness of this type of ad and the reason for its immense popularity, is that they cost lesser than commercial ads, mainly because they occupy little space. Brevity is unique to classified ads. The message they convey is lucid and succinct, but effective. It commonly feature in columns of newspapers and magazines. Classifieds often advertise available jobs, or people seeking goods and property for purchase or sale. They also serve the purpose of informing or seeking information about some person or belongings which may have gone missing.

### Important points to Remember

- Do not clutter the advertisement by using any design or block around the written content.
- Use a box to write the classified advertisement, as this will keep it distinct from the rest of the page.
- Employ attention grabbing words and catchy phrases.
- Use simple language.
- State facts as they are.
- It is not mandatory to write the ad in complete sentences, since the focus is on saying more in less words.
- Keep it formal.
- Keep it short (not more than 50 words).
- State the purpose of the ad clearly at the top. For example: Mention if the advertisement pertains to Wanted, situation Vacant, Missing, To Let, etc.

- Make sure to include all the important details by using commas.
- Give contact details such as name/address/telephone number/email id.

## Types of Classified Advertisements

The following is a comprehensive list of the types of classified advertisements, along with an explanation of the techniques to write them accurately:

### 1. Situation Vacant / Wanted

This type of classified ad is written to announce opening/s in a company. It also announces the availability of a person for a particular job profile/location.

#### Examples:

	<b>DNP Ltd.</b> (A Government of Assam Undertaking) P.O.-Dullajon-780002, Dist.-Dibrugarh, Assam
	No.RECRUIT/MLM/DNPL/2016/137/78 Date: 19.08.17
<b>SITUATION VACANT</b>	
1. Dy. Manager/Manager (Compressor & Materials) (1) 2. Dy. Manager /Manager (Pipeline & SCADA) (1) 3. Executive Trainee for Finance & Accounts (1) 4. Security Officer (On Contractual Basis) (1)	
Please apply before <b>10.10.2017</b> For details please visit our website <a href="http://www.dnpl.co.in">www.dnpl.co.in</a>	
Sd/- Director, DNP Ltd.	

One of the emerging organization headquartered in Pune requires the following personnel for their North operations.

### SALES MANAGER

With experience in marketing of Hardness Testers.

### SALES MANAGER

With experience in marketing of Teaching Equipment.

### SALES & SERVICE ENGINEERS

For Mechanical, Scientific & Analytical Instruments.

Right candidates will be offered attractive salary.

Please apply in confidence along with your latest photograph to [hr.ttpl@gmail.com](mailto:hr.ttpl@gmail.com)



#### Technique

- Begin the ad by writing Situation Vacant/Wanted in capital letters.

- In the Situation Vacant ad, mention the name of the company and the post the company is seeking people for.
- Specify the number of vacancies per post.
- Enlist the gender/qualifications/qualities/age/experience/designation of the person, the company is seeking.
- Clearly mention the last date to receive applications, and the mode through which applications may be sent, i.e., whether by post, by hand or through courier or email.
- In case of a Situation Wanted ad, mention the gender/qualification/qualities/age/experience/designation that a person is seeking an opportunity for.
- Once the job role is clearly mentioned, mention other preferences, such as location, expected/offered salary, and perks.
- Conclude the ad by mentioning the name and details of the person to be contacted for further queries/guidance.

## QUESTIONS

- Your school, Akash Public school, Agra needs a canteen manager. On behalf of the Principal, write an advertisement in about 50 words to be published in the classified columns of a local daily. Mention the educational and professional qualifications, other qualities required for the post, who to apply to and the last date for the receipt of applications.

Ans.

### SITUATION VACANT

Wanted a qualified canteen manager for a reputed public school in Agra. A candidate with diploma in Catering technology, minimum experience of 2 years, available full time. Interested candidates may contact the Principal, Akash Public School, Agra with complete resume, within 15 days of publishing of this advertisement. Mobile-95956781XX.

- You are Neena/ Neeraj of C-256, Annie Besant Road, Mumbai. You are a nursing assistant and have recently returned from Oman. You are looking for a suitable job in India. Draft an advertisement for the same in about 50 words. Give details of your qualifications, experience, nature of job, and expected remuneration.

Ans.

### SITUATION WANTED

Wanted a job in a reputed hospital, for an Oman-returned nursing assistant with over 7 years of experience in the health industry. Diploma from a renowned college in South India. Worked for 2 years in Kerala, 5 years in Oman. For details Contact: Neena, C-256, Annie Besant Road, Mumbai. 900765487X.

- You are in need of a job. Draft a classified advertisement offering your services.

[Delhi Gov. QB 2022]

Ans.

### SITUATION WANTED

An electronics and communication engineer male of 25 years, looking for a suitable job in or around Delhi in an electronics or communications, good working environment and growth opportunity.

The candidate has good communication skills, is open to correction and continued professional development. He is available for interview with a notice of 72 hours.

Contact- +91-999999XXXX or write to [ritucaplot@gmail.com](mailto:ritucaplot@gmail.com)



4. You are Vikram/ Sonia, an honours graduate in history with specialisation in Medieval India. You are well-acquainted with places of historical importance in Delhi, Agra and Jaipur. You are looking for a job as a tourist guide. Write an advertisement in about 50 words for Situation Wanted column of a local newspaper. Your contact number is 99917XXXXX.

Ans.

### SITUATION WANTED

An honours graduate is seeking job as a tourist guide with first class in Medieval India. I am well-acquainted with places of historical importance in Delhi, Agra and Jaipur, possess strong communication skills, punctual, knowledge of local places, fluent in Hindi and English, personable and outgoing. Presently working as a freelancer. Please contact Vikram at 999175XXXX.

5. You are the Principal of National Public School, Jaipur. You require a female (TGT) Maths for your school. Draft a suitable advertisement in not more than 50 words for the 'Situations Vacant' column of 'The National Times, stating essential and desirable qualifications, experience, etc. of the candidate.

Ans.

### SITUATION VACANT

For an accomplished female Maths teacher (TGT) at National Public School, Jaipur. 10 years Maths teaching experience in a public school, excellent communication skills, great academic record and punctual is preferred. Stern and result-oriented teaching is a must. Remuneration no bar for suitable candidate. Apply with CV to principal@nationalpublicsch.edu.

## 2a. Sale / Purchase (Property)

This type of classified ad is inserted in a newspaper or magazine with the purpose of selling or purchasing property.

### Examples:

<p><b>FLAT AVAILABLE FOR SALE AT PHOENIX TOWERS LOWER PAREL</b></p> <p>Exclusive Flat of 3 BHK in 24 storey Tower Admeasuring approx. 1195 Sq. ft. Built Up area readily available for Sale with immediate Possession and Clear Title</p> <p>Ultra modern Amenities like Swimming Pool, Fully Equipped Gym, Party Hall, Children's Play Area, Garden and Tennis Court.</p> <p>For Enquiries / Inspections, Please Call: <b>8097662522 / 7977866529</b></p> <p>Email: mtudeshi@ariato.net.in BROKERS WELCOME</p>	<p><b>PUNJABI BAGH EXT.</b></p> <p><b>DDA Commercial Building Lease/Rent Ground + First + Second + Basement Each Floor 550 Sq.ft. Independent Building + Parking</b></p> <p><b>Pradeep Mukhi</b> <b>9811063019</b> pradeep_mukhi@yahoo.co.in</p>
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### Technique

- A Property Sale/Purchase ad must begin with Plot/House for Sale/Purchase OR Available/Wanted Plot/House written in capital letters.
- Enlist the details of the property that you are looking to buy/sell. These may include the floor at which the house is, the number of rooms in the house, or total area of the plot in square metres, expected/offered price range, etc.
- It is also a good idea to mention any specific amenities that are available or that you are seeking when looking at properties. For example, wanted a Flat in a colony with a park or a club house, etc.
- Important details to mention include the location of plot/house.
- It would be good to include the name of the development authority of the area.
- Include the type of property that you are looking to sell/purchase. For example, plot, house, warehouse, etc. Also, mention for what purpose the property will be used. For example, residential, commercial, industrial, etc.
- Make sure to conclude with your name and contact details to facilitate potential buyers/sellers to get in touch with you.

## QUESTIONS

1. You are Harish/Harshita of 12, Seva Nagar, Pune. You want to sell your flat as you are shifting to another city for work. Draft a suitable advertisement in not more than 50 words to be published in the Pune Times, under the classified columns.

Ans.

### FLAT FOR SALE

A newly constructed flat at 12, Seva Nagar, Pune. Fully-furnished, spacious well-ventilated, attached bathroom, decent flooring, modular kitchen, high quality designed woodwork. 1st floor, two-side open, park facing with parking facility. Electricity and water available 24 hrs. Price-Rs. 65 Lakhs, not negotiable. Brokers please excuse. Contact Harish 099675XXXXX.

2. You want to sell your flat at Sector 10, Dwarka, New Delhi. Draft an advertisement in not more than 50 words, with all necessary details, to be published in the classified columns of 'The Times of India', You are Banik/ Binita.

Ans.

### FLAT FOR SALE

A three-room flat situated in Sector 10, Dwarka, New Delhi. It is freehold, 1<sup>st</sup> floor, with balcony. It is spacious, well-ventilated, attached bathroom with fine woodwork in every room and kitchen as well. Price negotiable, brokers excuse, genuine buyers only. Contact Banik- 15-B, Dwarka or Ring 09512052XXX.

3. You want to sell your house at 20, Kisan Nagar, Cochin. Draft an advertisement in not more than 50 words, giving the necessary details, to be published in the classified columns of 'The New Indian Express', You are Ayyappa.

Ans.

### HOUSE FOR SALE

A newly constructed 550 sq. ft house at 20, Kisan Nagar, Cochin. spacious, well-ventilated, bathroom with each room, decent flooring, modular kitchen, two floors with three rooms on each floor. Two-side open, park facing with parking facility. Electricity and water available 24 hrs. Price- Rs. 90 Lakhs, non-negotiable. Contact Ayyappa, 099675XXXXX.

4. You need to buy a flat. Draft a suitable advertisement in about 50 words to be published in the classified columns of a local newspaper, giving all the necessary details of your requirement. You are Karan/ Karuna, M-114, Mall Road, Delhi.

Ans.

### FLAT WANTED

Wanted 1200 sq. ft, two-bedroom flat in ready to move condition in a gated society in Noida, open kitchen, well - furnished, attached bathroom, city - facing preferred, safe surrounding and market nearby. Rent negotiable. Should be having all the basic necessities and preferably in close distance to a mall. Contact Karan 99886XXXXX.

5. You are Karan Kumar/Karuna Bajaj, a leading lawyer practicing in Surat. You want to buy an independent house at City Light Road, to be used as an office cum residence. Draft an advertisement in about 50 words for the classified columns of a local newspaper. You can be contacted at 45645678.

Ans.

### ACCOMODATION FOR PURCHASE

Looking to purchase a 3 BHK independent house with amenities including car parking, fully furnished, terrace garden, modular kitchen, peaceful surrounding, local market nearby uninterrupted water and electricity supply. Spacious enough to serve as a residence cum office. Disputed house owners please excuse. Interested parties demanding reasonable price can contact Adv. Karan Kumar at 45645678.



## 2b. Sale / Purchase (Vehicle)

### Examples:

<b>FOR SALE</b> Jan '10, Corolla Altis 1.8G; Self driven, [35K km] PEARL WHITE petrol Vashi Regn. 9820999999. No brokers	<b>HYUNDAI WHITE</b> 120 CRDI Diesel 2010 model 25000 km in showroom condition single owner Price Rs 5.75 <b>Contact</b> <b>9849999999</b>
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### Technique

- Vehicle Sale/Purchase ad must begin with the words 'Vehicle for Sale/Purchase' written in capital letters.
- The ad must mention the type of vehicle, i.e., 2-wheeler, 4-wheeler, tractor, etc.
- The model of the vehicle, for example, Maruti WagonR, Hyundai Santro, Bajaj Pulsar, etc. must be mentioned clearly.
- The colour and vintage of the vehicle (year of manufacture) are a must to include.
- Any additional modifications, accessories and insurance status, etc. too must be mentioned.
- The mileage and condition of the vehicle too must find a mention in this ad.
- Though optional, it is recommended to include the expected price at which you would be willing to buy/sell the vehicle.
- The ad can be concluded with your name/address/phone number/email id to facilitate potential buyers/sellers to get in touch with you.

## QUESTIONS

1. You are Richa/Rohan and want to purchase a car for going to the office which is quite far away from your place of residence. Write an advertisement in not more than 50 words to be published under the classified columns of a national daily.

Ans.

### CAR WANTED

A second-hand small car in excellent running condition, max 20,000 km covered, comfortable seats, great mileage, music system, central locking, automatic start and no accident history with complete documents and tax paid. Price not to exceed Rs. 1,25,000. Interested parties please contact Richa at 99885XXXXX.

2. You are Kamlesh/ Kamal and want to sell your scooter which you have been using for two years since you have decided to buy a motorbike. Write an advertisement in not more than 50 words, to be published under the classified columns of a national daily. Furnish all the necessary details.

Ans.

### SCOOTER FOR SALE

TVS NT orq 125 2018 model in good condition, original documents, black colour central locking, scratch free, latest model, full paper insurance, leather seats, no accident history, excellent mileage, self-driven for only two years. Price negotiable. Contact: XYZ Mobile No.- 78965000XX.

3. You are Kiran/Karan Kumar and want to sell your motorbike which you have been using for five years since you have decided to buy a car. Write an advertisement, in not more than 50 words, to be published under the classified columns of a national daily. Furnish all the necessary details.



Ans.

### BIKE FOR SALE

First hand, 180 cc Pulsar bike which has run for only 10,000 kms. Bought in 2018 but looks as good as new, scratch free, pollution under control, self start, black and red colour and excellent average, is available for immediate sale. Expected price is 32,000 (negotiable). Genuine buyers only. Contact Kiran Kumar. Mobile No. 78905678XX.

4. You are Deepak/Deeksha Kumar and want to sell off your motor bike. Write an advertisement in not more than 50 words, to be published under the classified columns of a national daily. Furnish all the necessary details.

Ans.

### BIKE FOR SALE

Yamaha 100 cc motorbike fully loaded with accessories for sale. Done 8,000 km, excellent condition, 2013 Model, Price expected 28,000 (non-negotiable). Genuine buyers only, contact Deepak Kumar, Mobile No. 99554XXXXX.

5. You are Suman/Suraj and want to sell a car as you are going abroad. Draft a suitable advertisement to be inserted in 'The Hindu'. Write the advertisement in not more than 50 words.

Ans.

### CAR FOR SALE

2016 November Maruti Brezza for sale, white body with 14" alloys and rear spoilers, scratch less body, stainless leather seats, modified, done only 10,000 kms, single owner, superb condition. Price 3 lakhs (non-negotiable). Contact Suman, 21 Ram Nagar, Delhi between 7-8 PM.  
Mobile No. 99972XXXXX.

## 2c. Sale / Purchase (Household Goods)

**Examples:** This type of classified ad is inserted in a newspaper or magazine with the aim of selling or purchasing household goods.



### Technique

- An ad for selling/purchasing household goods must begin with name of the item to be sold/purchased.
- Specify the item you are looking to sell/purchase. For example, refrigerator, bed, sofa, water purifier, etc.
- Give a description of the item mentioned for sale/purchase. For example, mention brand, model, vintage (year of manufacturing), etc.
- Mention the condition of the item. For example, in mint condition, new, next to new, gently used, etc.
- Give a price range at which you are looking to sell/buy the item.
- Conclude with your contact details to facilitate potential buyers/sellers to get in touch with you.

## QUESTIONS

1. You are Awadhesh/ Anuradha from Ranchi and you have been transferred to Middle East. You have household items to sell. Draft a suitable advertisement for the same to be published in a National Daily in not more than 50 words.

Ans.

### HOUSEHOLD GOODS FOR SALE

Available for sale a brand-new Samsung LED 43", LG Washing machine, Dining Table with six chairs and a centre table in excellent condition. Owner is going abroad. Price is negotiable. Contact Anuradha at 88990XXXXX.





2. You have cleared your IIT entrance and so want to sell all the study material you have with you. Write an advertisement to be placed in the 'For Sale' column of a local daily giving all the details of the material in not more than 50 words. You are Mohan/Mohini. Contact No. 98111XXXXX.

Ans.

### BOOKS FOR SALE

Books for latest IIT Entrance Exam available for sale in excellent condition. Available at half the price. Contact Mohan at 98111XXXXX

3. You want to sell your old laptop as you have purchased a new one. Draft an advertisement in not more than 50 words to be published in 'The Times of India' under classified columns giving its details and the expected price. You are Shovik of Nagpur.

Ans.

### HOUSEHOLD GOODS FOR SALE

Available for sale a Dell laptop in excellent condition. Fully working with licensed Window 10 and Office 2019. 15" LED screen and with CDROM. 2 HDMI and 3 USB ports, under warranty, scratch free, latest movies downloaded all working price 25,000 (non-negotiable). Interested buyers are requested to contact Shovik 99885XXXXX.

4. You are going abroad. You want to sell your LED TV, AC, refrigerator, furniture, etc. Draft an advertisement in not more than 50 words to be published in 'The Telegraph'. You are Subhash from Kolkata.

Ans.

### HOUSEHOLD GOODS FOR SALE

For immediate sale, Samsung LED 55", Panasonic split AC 1.5 T, an LG refrigerator 320 litres, brand new, use very low electricity, long lasting gas system, double - door and Teak stainless furniture. Brand new, use very low electricity, long lasting gas system, double - door, The owner is going abroad. Prices are negotiable. Interested persons/parties may please contact Subhash 88556XXXXX.

5. You are Rohini and you would be moving to a new house soon. You want to dispose off the furniture of the old house as you have bought it for the new house. Draft an advertisement in not more than 50 words to be published in a national daily.

Ans.

### HOUSEHOLD FURNITURE FOR SALE

For immediate sale, household furniture. Two beds, one dining table with six chairs, one dressing table and one five-seater sofa set. All in teak and excellent condition. Prices are negotiable. Interested persons/parties may contact Rohini 99556XXXXX.

## 3. To Let

This type of classified ad is employed to inform about the availability of property- house, plot, warehouse, etc. for renting purpose. It could also be inserted with the intention of seeking a property - house, plot, warehouse, etc. for hiring purpose.

### Examples:

**VASANT VIHAR**  
Commercial Building  
on Rent  
1500 sq.ft. IInd Floor  
1500 sq.ft. IIIrd Floor  
Main Road, Furnished  
Excellent Location  
Suits MNC's  
Contact Owners  
**9811010712**

**RAJOURI GARDEN**  
City Square Mall  
**2177 Sq.Ft**  
Commercial Shop  
on 2nd Floor,  
for immediate  
lease on Rental basis.  
Reputed Restaurant was  
running till last month.  
Pl contact us at:  
**+91-8826692838**





## Technique

- The ad must begin with the words *To Let/Available/Looking to Hire* (in keeping with the purpose) in capital letters.
- Clearly state the type of accommodation that you have for renting. For example: *East-facing or 3 BHK, etc.*
- Briefly describe the accommodation in terms of whether it is an independent house, or a flat in a gated community.
- A dealer or owner could also specify whether they seek a small family, bank officer, bachelors, etc. to rent out the house to.
- Specify the total area, the floor number, ventilation, location, etc.
- You may also want to mention amenities that are available, such as playing area, club house, gym or amphitheatre, etc.
- Make a clear mention of the expected rent that you are seeking.
- Also mention if the rent is negotiable or non-negotiable.
- Conclude the classified ad with your name and contact details for the renter/ rentee to get in touch with you.

## QUESTIONS

1. You are Shweta/ Shashwat from Imphal and want to let out a house. Prepare an advertisement for publishing in a newspaper, giving the location of the building, nature of accommodation, etc. in not more than 50 words.

Ans.

### AVAILABLE ON LEASE

Newly built house in Sector 22, Imphal. Ground Floor, 3 rooms, attached bathroom, modular kitchen. First Floor 2 rooms, verandah, attached bathroom, modular kitchen. Walking distance to the local market. North/park facing. Water, electricity and security available 24 × 7. For bank/company lease, single executives/ working ladies. Price negotiable. Contact Shashwat at 78672XXXXX.

2. You have a three-bedroom flat in Dwarka, which you want to let out on rent. Draft an advertisement in not more than 50 words to be published in 'The Times of India' under classified columns. Contact-2758902.

Ans.

### TO LET

A fully furnished 3 BHK with attached bathrooms and balconies is available for rent in Sector 8, Dwarka, Delhi. East-facing flat with ample ventilation and 24-hr power and water back up. Expected rent is Rs. 28,000. Bachelors/Spinsters/Brokers please excuse. Contact Kamal at 2758902; xyz@gmail.com.

3. You want to let out a flat. Prepare an advertisement to this effect for publication in a newspaper, giving location of the building, nature of accommodation, rent expected, etc.

Ans.

### TO LET

Furnished, well-ventilated 2 BHK, centralised air conditioner, sea facing, CCTV on entrance, lift facility, 24 hour guards available, modular kitchen, walking distance from main market & taxi stand. Rent expected 25,000/- (fixed). Brokers excuse. Contact 99885XXXXX.

4. You would like to let out a portion of your independent house for office use. Write an advertisement for the classified columns of the local newspaper giving all the necessary details. Write the advertisement in not more than 50 words.

Ans.

### TO LET

Interested in renting out a 2500 sq. metre portion of an independent house for office use. Prime location, walking distance from Metro Station with compound parking for 12 cars, cyber cafes nearby, and noise free surrounding. Expected rent is 35,000 pm. (negotiable). Interested parties can contact Milind Joshi at 99667840XX.

5. You are a businessman who wants to set up a small garment shop in your city. Draft an advertisement seeking a suitable space for rent, to be published in the 'Wanted Accommodation' column of a local newspaper. Write the advertisement in not more than 50 words.



Ans.

### ACCOMODATION WANTED

Wanted a shop on rent with carpet area of 2000 sq. feet in Central Delhi for our garment store. Ground floor preferred, power backup, metro station nearby. Interested parties may contact: 99665XXXXX

#### 4. Missing (People and Pets)

This type of classified ad gives information about the disappearance of a person or pet. It can also be used to seek leads on the same matter, often in lieu of a monetary reward.

#### Examples:

**SEARCH FOR MISSING**

General public is hereby informed that a boy namely **Rahul**, S/o Sh. Rajender Prasad Varma, R/o Bal Sahyog, Connaught Circus, Opposite L-Block market, New Delhi and permanent address is Nawada (Bihar) has been missing since dated 01.08.2017 area of P.S. Barakhamba Road, New Delhi. In this regard a **FIR No 117/17, dated 02.08.2017** has been registered at P.S. Barakhamba Road, New Delhi. Sincere efforts have been made by the local police to trace out the missing boy but no clue has come to light so far. The description of the missing boy is as under:

**Name:** Rahul, **Sex:** Male, **Age:** About 12 years, **Height:** 5', **Face:** Round, **Complexion:** Shallow, **Built:** Normal, **Wearing:** Red colour T-Shirt and Blue colour pant.

If anyone has any information regarding this missing boy, kindly inform SHO/Barakhamba Road, New Delhi

E-mail : [clc@cbl.gov.in](mailto:clc@cbl.gov.in)  
Ph.: 011-24368638, 24368641  
Fax : 011-24368639

SHO  
P.S. Barakhamba Road, Delhi  
Ph. No.: 011-23413800

DPI/1531/NDD/17



Downloaded Family...

**LOST DOG**  
**REWARD \$3,000**



**Tan/White - Pomeranian Mix - Male**  
Went missing around 4th of July  
from Ambher, Chhatrapati  
May have been picked up in a vehicle  
Please CALL/TEXT if you have seen  
him or have ANY information.

**951-756-9079**  
Any & All information Helpful



#### Technique

- The ad must begin with the word 'Missing' written in capital letters.
- Provide a description including details such as name, age, height, built, colour of complexion and clothes worn when last seen in case of missing person.
- Any visible identification marks must be specifically mentioned too.
- In case of a missing pet, details such as breed, colour of eyes and fur, any chain/collar specifications, etc. must be mentioned.
- Mention the date/time/area in which the missing person/pet was last seen in.
- Specify the reward that is being offered to the informer in lieu of information/leads about the missing person/pet.
- Conclude the classified ad with your name/address/phone number/email id.

## QUESTIONS

1. You have lost your pet dog. Write a classified advertisement for the lost column of a local daily. You are Raksha/ Ramesh.

Ans.

### MISSING

A black Labrador dog has been missing from Pragati Maidan area since 15<sup>th</sup> May 20XX. Two years old male, tail with white tip, very friendly, brown eyes, long black hair, and red leash Finder will be suitably rewarded. Please contact Raksha at 99874XXXXX.



2. Your younger brother, aged 5 has been missing for the last three days. Draft an advertisement in not more than 50 words for the Missing Persons column of a local newspaper. You are Ram/Rama. Contact number 93107XXXXX.

Ans.

### MISSING

My 5-yr-old brother, Shyam is missing for the past three days. He is 3'5" tall, has fair complexion, brown eyes, crew cut hair. He was last seen near Shadipur Metro Station, wearing blue shirt and black pants. For any leads about his whereabouts, kindly contact Ram 93107XXXXX.

3. Your younger sister Aasha Negi, aged 15, 145 cms tall, fair coloured and dressed in blue frock, has been missing for last two days. Draft a suitable advertisement for the 'Missing Persons' column of a newspaper in about 50 words.

Ans.

### MISSING

Missing since 6<sup>th</sup> March, Aasha a young girl of 15, height 145 cms, fair complexion, black eyes, long hair. She was last seen wearing blue frock and pink sports shoes. Anyone offering helpful information will be suitably rewarded. Inform SHO Kandla. Phone- 99556XXXXX.

4. Your grandfather aged 72, with poor vision, mentally upset has been missing for a week. Draft a suitable advertisement for the 'Missing Persons' column of a newspaper in about 50 words.

Ans.

### MISSING

My grandfather, aged 72 has been missing since 8th March, 170 cm tall, stoop, white complexion, scar on right hand, having poor vision and mentally upset. He was wearing grey trousers and white shirt. Last seen in Nana Nani Park. Finder will be suitably rewarded. Contact Richa at 99884XXXXX.

5. Your pet cat Kitty has been missing for five days. Giving full particulars, draft an advertisement to be published in the classified columns of The Times of India. (Word limit - 50 words).

Ans.

### MISSING

Missing since 15<sup>th</sup> March, my pet cat, Kitty. Persian cat with grey hair, green eyes, brown ears, bushy tail, green leash and very friendly. Looks out when called by name. Last seen in front of my house at 12, Adarsh Nagar. Anyone offering helpful information will be suitably rewarded. Contact 99884XXXXX.

## 5. Lost and Found

This type of ad. is inserted to bring to public notice that something important or valuable that a person has lost in a public place.

### Examples:

**LOST & FOUND**  
Original DDA Paid Challan Copy & Demand Letter cum Allotment Letter belonging to Surla Vig W/o Sh. Kashmiri Lal R/o JC/53C, LIG Flats, Hari Enclave, Hari Nagar, New Delhi-110064 have been lost. FIR has been Lodged in Police Station, Hari Nagar, New Delhi vide NCR No.2416/2013 dated 26-12-2013 & in Crime Branch, Delhi vide LR No.414004/2014 dated 20-8-2014. Founder inform at : 8860874356.

**LOST & FOUND**  
Lost my Lease deed of Prop. no. B-8/6443 Gali no. 2 Dev Nagar, Karol Bagh Delhi-110005 Registered Document No. 3940 Dt. 29.6.1938. NCR is Lodge on 16.9.14 in P.S. Punjabi Bagh Delhi. Finder May Send to:  
**Sanjay Maheshwari**  
**S/o N.K. Maheshwari**  
**at above address or**  
**Ph. No. 9811155203**



### Technique

- The ad must begin with the words Lost and Found written in capital letters.
- The person inserting the ad must identify himself/herself as the owner of the lost item or as the finder of the found item.
- The item that is lost or has been found must be mentioned.
- Provide a description of the item that is lost or has been found. Include details such as colour, material, any other identification such as logo or brand, etc.

- Mention the date/time/area (if known) of the item getting lost or being found.
- In case of a lost item, mention the reward that the person is willing to offer to the finder of the lost item in lieu of information/leads about the same.
- Conclude the classified ad with your name and contact details.

## QUESTIONS

1. Write an advertisement in not more than 50 words for the Lost and Found column of the daily 'National Herald', Lucknow stating the loss of your wallet containing a DD of Rs. 32500 and some cash, while travelling by bus from Hazratganj to Nirala Nagar in Lucknow. You are Raman/Roopa, 22 A, Hazratganj, Lucknow.

Ans.

### LOST AND FOUND

Black leather wallet lost while travelling by bus from Hazratganj to Nirala Nagar on 21<sup>st</sup> Feb 2023. Brand Louis Phillipe, Tri - fold, Besides cash, it contains some very important bills and receipts and a DD of Rs 32,500 of ICICI Bank. Anyone finding it will be suitably rewarded. Please contact Raman at 99556XXXXX.

2. You found a briefcase while travelling by the Mumbai-Delhi Rajdhani Express. Write a suitable advertisement for the 'Lost and Found' column of a national daily in not more than 50 words.

Ans.

### LOST AND FOUND

A black VIP briefcase found while travelling to Delhi by Mumbai-Delhi Rajdhani Express on 22<sup>nd</sup> Feb 20XX. It will be handed over to the rightful owner after ascertaining particulars of identification and content. Please contact: 99887XXXXX.

3. You have lost an expensive watch on your way to the market. Write an advertisement for the 'Lost and Found' column of a local newspaper, giving all the relevant details. Offer a reward also. Write the advertisement in about 50 words. You are Gopal/Gopa, 4 Manav Road, Kanpur.

Ans.

### LOST AND FOUND

Lost a Casio watch, black dial with black leather strap, on Bus Route No. 205 on 1<sup>st</sup> February, 20XX around 9:30 a.m. It is my father's last gift to me, and therefore invaluable. Anyone who finds it, may contact Gopal, 4 Manav Road, Kanpur. Contact: 9658XXXXXX Anyone who finds it will be handsomely rewarded.

4. Write an advertisement in not more than 50 words for the Lost and Found column of the daily 'Free Press', Indore stating the loss of your wallet containing a Demand Draft for Rs. 50,000 and some cash, while travelling by bus from Manorama Ganj to Vijay Nagar in Indore on 21<sup>st</sup> March. You are Abhishek/Vandana.

Ans.

### LOST AND FOUND

While travelling on bus from Manorama Ganj to Vijay Nagar in Indore on 21<sup>st</sup> March lost my leather wallet. Brown colour, Bi - Fold, Brand kappa and includes a card holder. The wallet contains a Demand Draft for Rs. 50,000 and Rs. 5000 in cash and some important documents. Finder may contact Vanadana at 99552XXXXX. Their noble gesture will be greatly appreciated.

5. You have lost an expensive ring probably in the market. Write an advertisement for the 'Lost and Found' column of a local newspaper, giving all the relevant details. Offer a reward also. Write the advertisement in about 50 words. You are Manav.

Ans.






### LOST AND FOUND

Lost a Silver Ring - with blue stones and intricate design in Sarojini Nagar market on 12<sup>th</sup> February 20XX, somewhere around the main market shops. The ring is my grandfather's last memory. Whosoever finds it kindly contact, Manav at 99552XXXXX. Suitable reward will be given.

## 6. Travel and Tours

The purpose of this type of classified ad is to announce a cluster of travel and tourism services to prospective travellers/tourists/clients.

### Examples:

 <p><b>GOLDEN OFFER</b> Europe 10N 11D OR Australia 8N/9D in September 2013 in just Rs. 1 lac</p>	 <p><b>European Delights</b> Fly Europe 10N /11D in September 2013 in just Rs. 1 lac &amp; avail 100% Cashback many</p>	 <p><b>Helicopter Booking</b> to visit MATA VAISHNODEVI (J&amp;K), ( Minimum 30 Days Advance). CALL 8481099999 9899999999</p>	 <p><b>Planning For Holidays?</b> Day Picnic Rs. 300/- Per head Rs. 4999/- Per Night per Couple Ventosa Call 906600000</p>	 <p><b>AUTHORIZED RAILWAY E-TICKET</b> AGENT APPROVED BY IRCTC Requirement for Make an Authorized Rail E Ticket Agent Cont-090155980</p>
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### Technique

- The ad must begin with the words *Travel and Tours/Package available* written in capital letters.
- Use words such as 'Cheapest air tickets \_' or *Attractive packages at best prices\_* to attract a prospective client.
- The name of the agency must be mentioned.
- A brief mention of the destinations included in the tour package along with the duration must be made.
- The per person price of the package may be mentioned, or else write 'reasonably priced package'.
- There should be a clear mention of the overheads included in the package. For example, pick up and drop, travel arrangements, ticketing, etc.
- Mention any discounts being offered by the company.
- Conclude the classified ad with your name and contact details.

## QUESTIONS

1. Your company is offering cheapest air tickets for any destination by an airline besides offering consultancy and foreign exchange service. Draft an advertisement for publication in a national daily in about 50 words.

Ans.

### CHEAPEST AIR TICKETS AVAILABLE

For all airlines, all destinations, visa, insurance, consultancy, buy/sell currencies. Contact Rana Agencies: 98501XXXX, 96783XXXX.

2. You own 'Midtown Magic,' a travel agency. Write an advertisement about a special package for a tour to Shimla that your company is offering. It is to be published in a national daily in about 50 words.

Ans.

### TRAVEL AND TOURS

This summer plan a trip with us like never before to Shimla, one of India's top tourist spots. 5 days 4 nights, 5 - star hotel, Veg restaurants, 4 star air - conditioned bus, always on time, and travel meals provided. The weekly package costs INR 20,000/- for 2 adults and 1 child below 12 years. Price inclusive travel charges, food and accommodation charges for the entire stay. Contact Midtown Magic 99870XXXX

3. Your company provides attractive trip fares to Shimla and Goa, and offers discounts on air tickets. Write an ad for the same. It is for publishing in a national daily in about 50 words.

Ans.

### TRAVEL AND TOURS

4N/5Days Manali Rs. 5999/- per person. Inclusive Del- Manali-Del. Goa 3n/4d Rs. 5999/- per person 19% Off on Indian Airlines, 11% Off on Spice Jet, 17% off on Indigo, food, transportation and stay covered, five star hotel stay, air conditioned bus, medical services provided, 3 time meals, sight seeing everyday. Contact: 2564XXXX, 4064XXXX.



4. Ram Nivas Travels, Mumbai offers its patrons cheapest air tickets for any destination by an airline, besides offering consultancy and foreign exchange service. Draft an advertisement for publication in a national daily in about 50 words.

Ans.

### TRAVEL AND TOURS

Cheapest air tickets available for any airline, any destination. Visa insurance consultancy, buy/sell currencies. Visit Ram Nivas Travels, Dadar, Mumbai. Phone: 99554XXXXX.

5. You are the owner of Soma Travels and have organised a 2 nights 3 days package for Bali. Draft the advertisement for a national daily to draw people to it in not more than 50 words.

Ans.

### TRAVEL AND TOURS

Attractive package available for Bali, 2 nights and 3 days, breakfast and dinner, stay at a 5-star hotel, inclusive of sight-seeing and transfers, Rs. 39,999/- per person, rented 2 - wheeler for sight seeing, snorkelling for all adults, timely arrival of vehicles. Contact Soma Travels, Karol Bagh, New Delhi. Phone 93731XXXXX, 011-2244XXXXX. Offer valid till 30<sup>th</sup> January 2023.

## 7. Matrimonial Alliance

This is one of the largest occurring classified ads in newspapers. Intended to provide information about, or seek suitable matrimonial matches for prospective brides/grooms.

### Examples:

**MATRIMONIAL  
BRIDE WANTED  
CASTE NO BAR**

✓ HINDU NADAR, 33, M E 5 8 fair, professor. chennai Expect very fair girl within 29 years rich family caste religion language no bar 9944946168 Box No 1141, 36, Sarojini Devi Road, Secunderabad 500 003 Box No 1141 C/o Deccan Chronicle, SP 3, Developed Plot Industrial Estate Chennai, 600 032 (W/1314/AT006111)

SMA Fair, B'ful, 5'2"+, slim, smart girl with high family values. MBA (maritorious record) 16-10-89/18:24 (Delhi). Father: CA, industrialist, established business, reputed D.Jain family. Desired Match: Handsome, PQ, Del/Ncr, Veg, T.T., High Income, reputed status Jain Family **#09811445217** sangeeta615@hotmail.com



### Technique

- ➔ Begin the ad with the words, 'Seeking Suitable Bride/Groom/Seeking Match for Boy/Girl' written in capital letters.
- ➔ The description of the person who is seeking/offering an alliance should include details such as age, weight, height, etc., as well as whether one is seeking a business family alliance or a service class alliance, etc.
- ➔ Preference/availability for/of an alliance from a particular caste, creed or religion must be specified too.
- ➔ Details such as a specific qualification or place of posting/residence too must find a mention in the ad.
- ➔ It is optional to conclude the ad with the name and contact details of the advertiser, so that prospective brides/grooms/their kith and kin may be able to get in touch with you.
- ➔ It is also a common practice to just give a box number in the C/o the daily you are advertising in, to protect the identity of the advertiser.

## QUESTIONS

1. Write a matrimonial ad for the second marriage of a divorced bride to be published in a national daily in not more than 50 words.

Ans.

### MATRIMONIAL ALLIANCE

Hindu, Iyer, 35 year old divorced, Kochi entrepreneur, 166 cm, 5-year-old daughter (full custody), seeking suitable match from 36-40 years groom. Children OK. WhatsApp: 99856XXXXX.



2. Write a matrimonial advertisement for a groom to be published in a national daily in not more than 50 words.

Ans.

### MATRIMONIAL ALLIANCE

Nair parents invite proposals for their good looking daughter, 23 years, 5'3" doing P.G. Mass Communication and Journalism from IIMC, Mumbai, Father Category-I Officer seeks good alliance from well-to-do and settled boys. WhatsApp at 99556XXXXX.

3. You are looking for a suitable match for your smart, good-looking daughter. Draft an advertisement for publication in the newspaper.

Ans.

### GROOM WANTED

Suitable match for a cultured, smart and good-looking, CA girl, 27/5'7" daughter of a businessman, Boy must be professionally qualified and from a good family. Caste no bar. Box No. 9765 Hindustan Times, Bangalore.

4. You are Ashok Kumar, a divorcee aged 35 years, residing in Canada as an NRI looking to return to India. Draft a suitable advertisement for a match for you in 'The Tribune' under the classified column.

Ans.

### BRIDE WANTED

NRI Divorcee, 35. Christian, good looking, well-settled businessman, planning to settle in India seeking suitable match from 30-35 years bride, Religion/caste no bar. Contact at tajkist@gmail.com.

5. Write a suitable matrimonial advertisement for your divorced friend.

Ans.

### BRIDE WANTED


Suitable match for 28 yrs, Brahmin boy. Divorced after five months of marriage. 170 cm, wheatish complexion, tall, modest, IT literate, well-settled. Requires an educated girl from a good family. Caste no bar. Contact Box No. 3366, The Times of India, New Delhi.

## 8. Obituary

This classified ad either announces the demise of a loved one, industry doyen, company patron or office holder. It is also inserted to commemorate the death anniversary of a deceased person.

### Examples:

**OBITUARY**




**SHIV SUNDER** (Former Director, India Folls Ltd.) S/o Late Rai Sahib Sant Ram passed away peacefully on November 18, 2008. KIRTAN will be held on Sunday, November 23, 2008, from 4 to 5 pm at Paharigala Gurdwara, Greater Kailash-I, New Delhi.

Sneh Sunder

Shyam Sunder	Amrit Shakti
Sumant Gugli	Vikramaditya Saurabh
Sandeep Tuhina	Rahul Ramesh
Dinky Vijay Sehgal	

**HOMAGE TO OUR BELOVED FOUNDER**  
**Thiru. AR. RAMASWAMY CHETTIAR**  
**38<sup>th</sup> ANNIVERSARY**



Born : 29.12.1924      Expired : 26.12.1979

Former Managing Director : Sree Visalam Chit Fund Ltd.,  
 Former Director : The Nallal Finance (P) Ltd.,  
 Former Director : Aruna Chemicals & Firms (P) Ltd.,  
 Former Trustee : Sree Visalam Charitable Trust

**IN MEMORIAM**  
 "YOUR LIFE OUR INSPIRATION"  
 INSPIRED BY  
**AR. Viswanathan**      **AR. Meenakshi**  
 Managing Director      Director  
**AR. Umagathy**  
 Director  
 Family Members, Relatives, Friends and  
 Employees of Sree Visalam Chit Fund Ltd.





## Technique

- The ad must begin with the word 'Obituary' written in capital letters.
- It may also begin with words such as 'Antim Ardas' or 'In Loving Memory', or 'Remembrance' written in capital letters.
- Details such as the name of the deceased person/father's name, any nickname they were popularly known by, and their age at the time of passing away are to be mentioned.
- Include the birth and death details of the deceased person. This detail is written beneath the photograph of the person who has passed away.
- The ad must also carry a message by family/company of the deceased.
- The background, accomplishments or last appointment held should be mentioned in the ad.
- The name of the person who has placed the ad and their relationship to the deceased must be mentioned.
- In case a company has placed the obituary ad to inform about the demise of their patron or a person holding an important office, the last appointment held by the deceased must be mentioned.
- The ad must also feature any details of the place and time of funeral or any other such organised ceremony/prayer service being held.

## QUESTIONS

1. You are Bablu Gupta. Write an obituary message about the demise of your mother to be published in a national daily in not more than 50 words.

Ans.

### OBITUARY

Our Beloved mother, Smt. Suman Gupta W/o Late Sh. G.D. Gupta passed away peacefully on Monday 2<sup>nd</sup> January. Cremation will be held at Nigambodh Ghat, Delhi.

Prayer Meeting:

Thursday, 3<sup>rd</sup> Jan 20XX, 5 p.m.

Venue: Arya Samaj Mandir, New Delhi.

In Grief: The entire Gupta family

2. You are Rita Antony. Write an obituary for your husband to be published in a national daily in not more than 50 words.

Ans.

### OBITUARY

With profound grief and sorrow we inform you about the sad demise of Mr. A K Antony on Wednesday 23<sup>rd</sup> Dec. 20XX. Prayer service will be held at Mecosabagh Church, Nagpur between 3-4 pm.

In Grief: Mrs. Rita Antony (Wife)

Peter Antony (Brother)

Kim and Kate (Daughters)

3. Draft an obituary announcing the death of your uncle to be published in a newspaper.

Ans.

### OBITUARY

With deep sorrow we inform you about the untimely demise of our beloved uncle Mr. Ajay Chopra on 8<sup>th</sup> March, 20XX. The Chautha ceremony will be held on 11<sup>th</sup> March, 20XX at Arya Samaj Mandir, Paschim Puri from 3 pm to 5 pm.

Grief-stricken: Family and friends of deceased.

4. Write out a classified advertisement remembering your daughter, Meenakshi on her 27<sup>th</sup> Birthday.

Ans.

### REMEMBRANCE

In loving memory of Meenakshi (Meenu) D/o Mahesh Kumar. Meenakshi who left for her heavenly abode on 15<sup>th</sup> February, 20XX at Bhopal. She being a lively soul was a source of our happiness. We will miss you Meenu in every moment of our life and cherish your memories.

Remembered by:

Mrs. and Mr. Mahesh Kumar (Parents)

Kunal Kumar (Brother)

5. A brief illness resulted in your mother's death. Draft an advertisement expressing your grief, and informing people of the last prayers.

Ans.

### OBITUARY

Our mother, Ms. Kamla Khanna, aged 65, passed away on 19<sup>th</sup> March after a brief illness. Family deeply saddened by the loss of our matriarch. Chautha for the departed soul will be held on 22<sup>nd</sup> March at Yaad Bhavan at 4 p.m. Ayush Khanna and family. Phone 079651XXXX

## 9. Appeal

This type of classified ad is intended to make a public appeal for a cause of donation or identification of body, etc.

Examples:



### UNIDENTIFIED DEAD BODY

General public is hereby informed that one male person was found at Ram Babu T.B hospital Mortuary on Dated 22.09.2017 Time 9.50 PM. In this regard Case DD No. 9A, Dated 22.09.2017 has been lodged at P.S. Old Delhi Railway Station, Delhi.



The description of the dead body is given as under **Name:** Bhagwan Prasad S/o Unknown R/o Unknown **Age:** 65 Years, **Complexion:** Sallow, **Height:** 5'2", **Wearing:** Hospital White Colour Chader

Sincere efforts have been made by local police to trace out the dead person but no clue has come to light so far. If any one having any information about this dead person please inform undersigned.

SHO

P.S. Old Delhi Railway Station. Delhi

Ph.: 011-23961522

8750871302

DP/2768/Rly/17



### Technique

- The ad must begin with the words 'Appeal' written in capital letters.
- The reason for the appeal must be stated clearly. For example, an appeal for identification (usually a dead body), donations for a charitable cause, such as flood victims/martyrs, etc.
- In case of an appeal for donations, details of bank account/concerned office or person must be mentioned.
- Such ads are usually inserted by a person of authority or a volunteering organisation, etc. So, their designation/name must be mentioned for ascertaining authenticity of the appeal.
- The ad must conclude with the name and contact details.

## QUESTIONS

1. You are Saisha Tyagi, the Secretary of the Students' Union of your school. Write an appeal to the students requesting them to donate for the martyrs killed during the Kargil War. Your appeal should not exceed 50 words.

Ans.

### APPEAL

Thousands of brave soldiers have sacrificed their lives at the border to save the honour of our motherland. All are requested to hand over a minimum of Rs. 50 to their class teachers as contribution to the Prime Minister's Relief Funds immediately.

Saisha Tyagi,

Secretary of Students' Union

2. You are Kavita/Kaushal, residing at Sadar, Nagpur. Your friend has to undergo an operation for which he needs Rs. 50 lakhs. Draft an appeal which will be published in a local daily to generate money for the operation. Do not exceed 50 words.

Ans.

### APPEAL

It is earnestly appealed to kind people of the society that Mr. Raghav, aged 35, is on his last leg since he cannot afford the sum of Rs. 50 lakhs needed for his heart transplantation. Please help by contributing money for this noble cause. Contact 995564XXXXX.

3. The Mumbai Police has recovered the body of a young girl from an office building near Kandivali East. Having no proof of the victim's identify, the police want to advertise in the local newspaper asking for identification. Draft the advertisement in not more than 50 words.

Ans.

### APPEAL

An unidentified body of a young girl, age 08 to 10 years, height 4'1", long face, wheatish complexion wearing a yellow top and black deans has been found from an old office building in Kandivali East. Any person having any clue about the deceased may inform SHO, Kandivali East Police Station at 022-314261XX

4. Write an appeal to be published in a newspaper, inviting suitable donors for offering their kidney to save the life of a young woman whose kidneys are damaged beyond repair.

Ans.

### APPEAL

Help required for a young woman, blood group O+ve, lying severely ill in AIIMS, Nagpur. Both her kidneys are damaged beyond repair. If you think, you are a suitable match please contact us for donating one of your kidneys and help us in saving her life. You will be compensated for the same and earn the gratitude of her family. Donors, please contact the Director of the Institute on Phone 87651XXXXX.

5. The family of a 7-year-old child suffering from cancer does not have the money for treatment. Draft an appeal to be published in the newspaper on behalf of the child's father.

Ans.

### APPEAL

My 7-year-old son Ashu is admitted in Vinayak Hospital with cancer. Being a daily wage worker I am unable to meet his treatment expenses. I request the public to help me by donating funds for his treatment. Please contact Ashok Amre on Phone 089678XXXXX.

## 10. Educational

This type of a classified ad mentions the variety of courses offered at an institute which imparts educational/vocational training. It also mentions course duration and fee structure of the courses being offered.

### Examples:

  
**SSA ACADEMY**  
 AN INSTITUTE OF HIGHER STUDIES  
 Online  
 Admission Forms  
 for Nursery Classes  
 are available on  
 Website :  
 ssa.org.in  
 from 15/09/2017  
 to 25/10/2017

**BASIC COUNSELLING COURSE**  
 recognised by  
**CALCUTTA UNIVERSITY**  
**Start date :**  
**18th November 2017**  
 Contact :  
 Akanksha Mohta-98742 97393  
 CARING MINDS  
 54A, Sarat Bose Road, Kolkata-25  
 Ph: 98364 03766, 2475 1230  
**LIMITED SEATS**



### Technique

- The ad must begin with the words 'Educational' written in capital letters.
- Then the name of the Institute should be written in addition to any distinction that the Institute may have.
- Enlist the names of the courses being offered along with their duration.
- State the eligibility criteria for enrolling in the institute.
- The facilities and amenities provided by the Institute too should be mentioned.
- The course fee should also find a mention in this ad.



- There should be mention of any scholarship being offered to the students.
- The last date of submission of enrolment form should be clearly mentioned.
- The details of the concerned person to be contacted for the enquiry/admission should be provided at the end of the ad.

## QUESTIONS

- 1. You are the Head of 'Amazing Institute' which offers courses in Big Data Analytics, Artificial Intelligence and Machine Learning. Write an advertisement for publication in newspaper, for admission to courses of varying duration being offered by your institute, in about 50 words.**

**Ans.**

### EDUCATIONAL

Amazing Institute offers one year diploma courses in Big Data Analytics, Artificial Intelligence and Machine Learning. Eligibility – Senior Secondary. Excellent faculty with personal attention to candidates. Last date for submitting applications – 25 June 2023. Contact: 4231XXXX.

- 2. You run Aakash Institute, Kotdwar which offers courses in vocational studies. Draft a suitable advertisement for publication in a national daily within 50 words.**

**Ans.**

### EDUCATIONAL

Aakash Institute offers courses in vocational studies for the upcoming session. Excellent faculty, Well-furnished labs, air - conditioned, small batches, regular tests, weekly meetings, daily worksheets, doubt solving sessions and creative workshops. For more details, log on to aakash.edu.in or call 9956XXXX.

- 3. An IIM graduate cousin of yours wants to launch an IIM Competition Tutorial Centre. Draft a classified advertisement for him.**

**Ans.**

### EDUCATIONAL

Zenith tutorials, New Delhi offers 1-year and 2-year coaching courses for IIM Headed by an IIM graduate with 20 years' experience in teaching. Success guaranteed, reasonable fees, early - bird discount, and internships provided. Fees can be paid in instalments For details contact 99852XXXX.

- 4. Draft a classified advertisement for your institution which is accredited for running 'O' Level Courses. Give details of minimum qualification, fees, etc.**

**Ans.**

### EDUCATIONAL

Amazing Computer Institute runs 2-years Course in Computer Applications equivalent to DOEACC 'O' Level. Our Accreditation No is 025XX. Minimum eligibility as per DOEACC norms. Reasonable and affordable fees, payable in installments. Contact 99852XXXX.

- 5. You are the Director of Career Times, Sadar, Nagpur. Write out an advertisement for admission to prepare for various competitive exams like CAT, MAT, GMAT, etc.**

**Ans.**

### EDUCATIONAL

Career Times invites applicants for preparation classes for all management exams like CAT, MAT, GMAT etc. Experienced faculty, small batches of 8, revision classes, doubt - solving sessions, personal attention and Success guaranteed. Fees reasonable and payable in instalments. Contact 99852XXXX.

## II. COMMERCIAL OR DISPLAY ADVERTISEMENTS

Commercial or Display ads, as they are commonly known, could be an announcement of an event, an inauguration ceremony, a promotion or a simple discount declaration of the product/service it is advertising. This type of ad may be published in a newspaper or magazine, or released simultaneously over several mediums such as TV, radio, Internet, etc. as part of a synchronised media campaign.

It is important to understand that the purpose of commercial ads as compared to other ads is to attract attention. The spending on these ads is a lot more than classified ads since they occupy more space. They are also visually more attractive and employ creative design/language elements to entice its target audience. Characterised by catchy slogans and wordplay, these ads are a fancier version of classified ads.



## Example:

**NATIONAL RAIL MUSEUM**  
and  
**Railway Women Welfare Central Organisation**  
in connection with  
**BAL DIWAS**  
celebrates  
*On-the-Spot*  
**Drawing & Painting Competition**  
on  
**150 GLORIOUS YEARS OF INDIAN RAILWAYS**  
**14<sup>th</sup> November 20XX, 9.30 a.m. to 11.30 a.m.**  
**at National Rail Museum**

*Free entry only to pre-registered participants and their escorts*



- Up to 10 participants per Institution
- Registrations open till 4.30 p.m. on 5.11.20XX

*Special Events*  
An Exhibition on Nehru & Railways  
**Museum's Star Attractions**  
**for Heritage,**  
**Romance, Nostalgia and**  
Entertainment

- Fairy Queen • Mono Rail • AC Indoor Gallery
- Joy Train • Lawns & Archives • Kayaking • Souvenir Shop

**NATIONAL RAIL MUSEUM**  
Chanakyaपुर, New Delhi-110021  
Ph.: 011-26881816, 26880939, 23304137  
Fax: 011-26880804  
E-mail: [rajesh\\_agrawal@vsnl.com](mailto:rajesh_agrawal@vsnl.com)  
website: [www.railmuseum.org](http://www.railmuseum.org)

**DELHI'S MOST POPULAR MUSEUM**



## Technique

There is no hard and fast rule about the format of commercial ads. It is completely at the discretion of the individual/agency creating the ad to use any/all elements of design and language to make a creative ad. The whole idea is to ensure it meets its purpose, which may be to create awareness/sell/announce discount.

However, some imperatives include:

- Name of the Institute/Brand/Organisation/Company at the behest of which the ad has been inserted/broadcast/relayed.
- It must carry details regarding the product/event/service/educational course.
- The ad must announce ongoing offers/discounts/sales/early bird prizes on purchase/subscription if any.
- Since these ads have the advantage of more space, high resolution illustrations/photos are used to maximise their impact.

# QUESTIONS

1. As a travel agent, construct a suitable advertisement offering an attractive package to Shimla during the summer vacation.

Ans.

*Beat the Heat*  
*Enjoy*  
*The cool sylvan surroundings of*

**SHIMLA**  
Avail Fantastic Offer  
**HONEYMOON / HOLIDAY PACKAGES**  
4 days/3 nights  
**Bonanza Package ₹ 5999/- per person**  
*(including accommodation, all meals, transfers and sight seeing)*  
*Two Children below 12 — free in the same room*

**Plus:**

- ★ Fishing, Riding & Trekking
- ★ Audio/Video/Children Games
- ★ Conference & Club Facility
- ★ Modern Bar
- ★ Library

Contact — JP Travels, Connaught Place,  
Delhi Tel - 9988744552

2. You are the Director of Sunny Tutorials, an academy providing intensive as well as extensive postal coaching to students appearing for IIT-JEE, CBSE-PMT, etc. Write an advertisement for publication in a newspaper.

Ans.

Let your dream come true  
Qualify for  
**IIT — JEE**  
*and*  
**CBSE — PMT**

Prepare yourself to crack the nerve cracking test

- Put in extra preparation
- Seek expert guidance

Rely on  
**BRIGHT TUTORIALS**  
*for*

- Question Bank
- Expert Guidance
- Intensive and Extensive Study Material
- Comprehensive Contact Programme
- Periodical Tests
- Extensive Coaching

**ADMISSION OPEN**

For Engineering & Medical Entrance Tests  
*Postal Courses*

- Duration: 2 years
- Fee: ₹ 5000

*Write for free prospectus*

**BRIGHT TUTORIALS**  
87-B, Rose Towers, Dadar, Mumbai-400002



3. You are the Director of 'Royal Travels'. Write an advertisement for publication in a newspaper for your package to Maldives.

Ans.

royaltravels@gmail.com

Explore  
*Maldives*

- ✦ Free sparkling wine and fruit basket on welcome
- ✦ Five star beach villas
- ✦ Unlimited photography by beach side
- ✦ DJ party
- ✦ Complimentary water sports
- ✦ Romantic candle light dinner

BOOK NOW

*Travel Promo*

NOW  
**50% OFF**

☎ 022-2365XXXX

4. Your company provides Hajj packages. Write an advertisement for publication in a newspaper for the same.

Ans.

LIMITED SEATS  
BOOK NOW

**ECONOMY HAJJ PACKAGES**  
JANUARY - FEBRUARY 2022

<b>ECONOMY 15 DAYS</b> ₹ 50,000	<b>ECONOMY 28 DAYS</b> ₹ 1,00,000	✈ Air Ticket 🚌 Complete Transport 🏠 Hotel Accommodation
<b>ECONOMY 21 DAYS</b> ₹ 85,000	CALL US ON: 011-2569XXXX	

5. Your company provides furniture on rent. Write an advertisement for publication in a newspaper for your company.

Ans.

Cut your ties with Hassle  
**Rent Furniture Now**  
GET 50% OFF FOR 3 MONTHS



RENT NOW

MANOJ FURNITURES  
[www.manojfurnitures](http://www.manojfurnitures)

