

Advertisement Writing

Format, Examples

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.

Classified Advertisements: Classified advertisements are placed by individuals wishing to advertise the availability or need for goods and services. These ads, as the name implies, are grouped according to the product or service type. Classified advertisers are billed by the word or the line. As a result, classified ads are generally brief and descriptive.

Display Advertisements: Display advertisements appear in various sizes on most pages throughout the newspaper. They contain artwork and other information that informs the customer about a business, a product or a service. Display advertising can be subdivided into local or retail and national advertising. Local or retail advertising emphasizes on merchandise, products or services available at stores or businesses in the community. National advertising consists of ads that generally promote countrywide operations such as those of a soap or a car.

Classified Advertisements

Every newspaper has a separate section for classified advertisements. These are divided into categories or classes according to their subject matter and the function they perform. Advertisements can be for vacant situations, sale and purchase of property or goods, to-let, educational institutions, missing persons/pets, lost and found, and travels and tours.

Classified advertisements are brief and to the point as the advertisers are charged per word or per column line or even per column centimetre. As a result, advertisers keep their classifieds brief by ignoring grammar, using certain words and phrases peculiar to classifieds and by using abbreviations. The reason for this is to convey more while paying less.

At times, classified advertisements do not mention the name or contact address or phone number of the advertiser but give a P.O. Box Number. Newspapers offer this facility to the advertiser to maintain secrecy.

Since the advertisement must catch the eye of the reader, it must be attractive. Every word must express an idea. However, brevity should not be at the cost of clarity.

The word limit for classified advertisements is 50 words.



Characteristics of a Classified Advertisement

The main characteristics of a classified advertisement are:

- They are categorized into columns according to different classes.
- They are brief and occupy less space.
- They are economical.
- They are written in short phrases and words.
- The language is simple and concise, factual and formal.
- There are no blocks or designs.

Important points

1. The first one or two words of an advertisement may be written in capital letters.
2. Marks will be deducted for exceeding the word limit.

Types of Classified Advertisements

There are various types of classified advertisements. These include:

1. Situations Vacant

The important points for this type of advertisement are:

- preferably begin with 'Wanted' or 'Required'
- write the name of the organization
- indicate the post and number of vacancies
- state the essential qualifications and experience
- give preferences, if any, such as age and gender of the candidate
- other preferences/details are optional and can be included
- state pay scale and perks (including opportunities for growth)
- state mode of applying/interview procedure
- give contact address and phone number of the advertiser

◆ Sample Advertisement:

Question 1.

Draft a display advertisement to promote the sale of new hair oil, The New Age Ei air Revitalizer Cream, for curing baldness and promoting hair growth, giving all the relevant details. (4 marks)

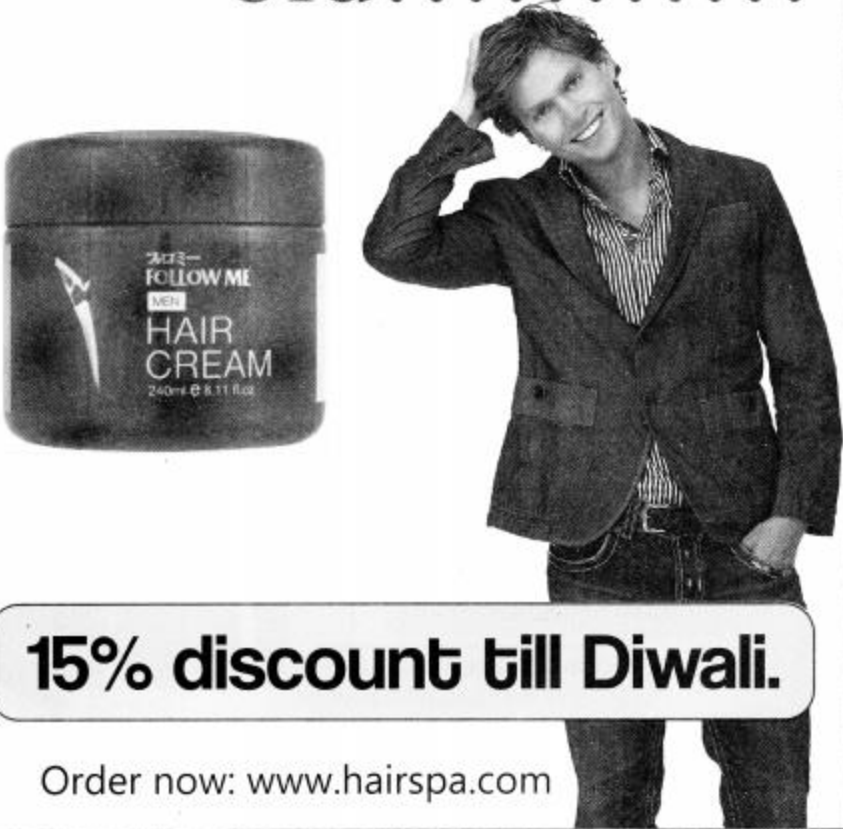


Answer:

Worried!!!!!!

Feel people think you are very

old!!!!!!!!!!!!!!



15% discount till Diwali.

Order now: www.hairspa.com

Question 2.

Draft a display advertisement to be published in a local daily, for the promotional sale of the NEW ENGLAND shirts launched by your company in not more than 50 words.(4 marks)

Answer:



Question 3.

You are Manager, Infocom Network C-3 Main Shopping Center, Vasant Vihar, New Delhi. Draft an advertisement offering office furniture for sale. Give details. (4 marks) [CBSE Sample Paper 2016]

Answer:

For Sale

Fourteen chairs, ten desktop tables, ten file cabinets, special printer desk in perfect condition for sale.

The price is negotiable.

Contact person: Ramakant Misha, Phone: 9587290278

manager, Infocam Network

C-3 Main Shopping Center,

Vasant Vihar, New Delhi

Question 4.

Principal, Sunrise Global School, Agra requires a receptionist for her school. Draft a suitable advertisement in about 50 words to be published in the classified columns of a national newspaper giving all the necessary details of qualifications and experience required in the receptionist. (4 marks) [CBSE Delhi 2016]

Answer:

Receptionist Wanted

Applications are invited by Sunrise Global School, Agra. Applicant should be around 28 years of age, graduate, minimum of five years of working experience & conversant with the best practices of schools. Apply with full particulars and the emoluments expected within a week to Principal, Sunrise Global School, Agra-65. Phone: 040-234561.

Question 5.

You are Karan Kumar/Karuna Bajaj, a leading lawyer practising in Surat. You want to buy an independent house at City Light Road to be used as office-cum residence. Draft an advertisement in about 50 words for the classified columns of a local newspaper. You can be contacted at 45645678. (4 marks) [CBSE (AI) 2016]

Answer:

Wanted Independent House

Wanted an independent house as office-cum-residence, newly constructed, unfurnished/semi-furnished, east-facing, Vaastu compliant, preferably ground floor, minimum five rooms, two attached washrooms, in City Light Road. Should have regular water supply, covered parking space. Contact Person: Karuna Bajaj, Phone: 45645678.

Question 6.

You are Karan/Karuna of M 114, Mall Road, Delhi. You are a civil engineer and have recently returned from the UAE. 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 the job, and expected remuneration. (4 marks) [CBSE (AI) 2016]

Answer:

Situation Wanted

Wanted a job with a reputed construction company for a UAE returned civil \ engineer with more than 5 years of experience, B.Tiech (Civil Engineering) from Delhi! : College of Engineering. Worked for two years with Mahindra Group, New Delhi, and 3 years with ACL Limited, Dubai. For further details, contact:

Karan

M-114, Mall Road, Delhi

90432165

Question 7.

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 in the manager, who to apply to, and the last date for the receipt of applications. (4 marks) [CBSE (AI) 2015]

Answer:



Required a Canteen Manager

Applications are invited for the post of Canteen Manager.

Applicant should be around 35 years of age, minimum, Class X pass, ten years of; i experience in running a school canteen. Apply within a week with full particulars and I ! emoluments expected, to the Principal, Akash Public School, 12, Besant Road, Agra.

The Principal

Akash Public School

Question 8.

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, MI 14, Mall Road, Delhi. (4 marks) [CBSE Delhi 2016]

Answer:

Wanted Flat

Wanted 2 BHK newly constructed, unfurnished/semi-furnished east-facing vastu compliant flat, preferably ground floor in North Delhi. Should have 24/7 water & electricity supply, covered parking space. Contact Person: Karan, Phone: 654322100.

Question 9.

You are Vikram/Sonia, a Hons graduate in history with specialisation in Medieval India. You are well acquainted with places of historical interest in Delhi, Agra, and Jaipur. You are looking for the job of a tourist guide. Write an advertisement in not more than 50 words for the 'Situation Wanted' column of a local newspaper. Your contact no. is 999751234. (4 marks) [CBSE (Delhi) 2017]

Answer:



Situation Wanted

A well-qualified, experienced Hons graduate in history, seeking a job as a tourist j guide; age – 28 years; hardworking, specialised in history of Medieval India, familiar: with places of historical interest in Delhi, Agra and Jaipur; good communication and interpersonal skills.

Salary negotiable.

CONTACT: Sonia 999751234

Question 10.

You are the Dean, Admissions, MNT Professional College, Chandigarh. Draft an advertisement in about 50 words giving information about admission to undergraduate courses offered by your college. Include all relevant details. (4 marks) [CBSE Sample Paper 2017]

Answer:



Educational

MNT Professional College, Chandigarh

Offers

B.Com, B. Tech, B.SC., B. Mus, B. Pharm & LLB.

Admissions On

- Experience 8c Excellent Faculty
- CBSE, Icse, Isc & All-State Boards
- Candidates With Pass Certificates
- Apply Immediately

Fee Concession & Exemption as Per Rules

Contact: Secretary Mnt Pc, Sector-12, Chandigarh

Phone: 1122538790

Question 11.

You are Vikram/Sonia, an electronic engineer who has recently returned from the US and looking for a suitable job in the IT industry. Draft an advertisement in about 50 words for the Situation Wanted column of a national newspaper. Your contact number is 9193010203. (4 marks) [CBSE (AI) 2017]

Answer:

Situation Wanted

A well-qualified, experienced and expert electronics engineer recently returned from the US seeks a suitable job in a reputed IT company. M. Tech from the IIT Mumbai, age 35 years, experience 10 years, working with Webcom, London. Expected salary 85k per month.

Contact: Vikram 9193010203.



Question 12.

You are Arnit/Arnika. You want to sell your car as you are planning to buy a new one. Draft a suitable advertisement to be published in the vehicles column of a newspaper. (4 marks) [CBSE Sample Paper 2018]

Answer:

Car for Sale

Available for sale, black Honda City, model 2014, mileage 12 kmpl, 12,000 km driven, new seat covers, stereo fitted, non-accidental, single hand driven, fully insured, i complete documentation, pollution control certificate, affordable prices.

Question 13.

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. (4 marks) [CBSE Paper 2018]

Answer:

For Sale

A 3 BHK, 1,500 sq. ft, on the ground floor, Savita Vihar, is available for outright sale. East facing, 3 balconies, water heater, a/c, 24*7 water and electricity. Parking for 2 cars, near schools, colleges, metro, taxi auto stand and Apollo hospital. Expected price 1.5 crores.

Question 14.

You are Principal of National Public School, Jaipur. You require a 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 candidates. You are Principal of National Public School, Jaipur. You require a TGT (Maths) for your school. Draft a suitable advertisement in not more than 50 words for the 'Situation Vacant' column of 'The National Times' stating essential and desirable qualifications, experience, etc. of the candidates. (4 marks)



[CBSE Paper 2018]

Answer:

Situation Vacant

Required a well-qualified, Mathematics TGT for National Public School, Jaipur. Aged between 30-40, fluent in English, master's degree in mathematics, minimum 5 years; experience, hard-working, well mannered, salary negotiable. Walk-in-interview at Principal office, National Public School, Jaipur on 23rd June 20XX.

Contact no: 9999- 8373- 99

Email address- nationalpublicschool23@gmail.com