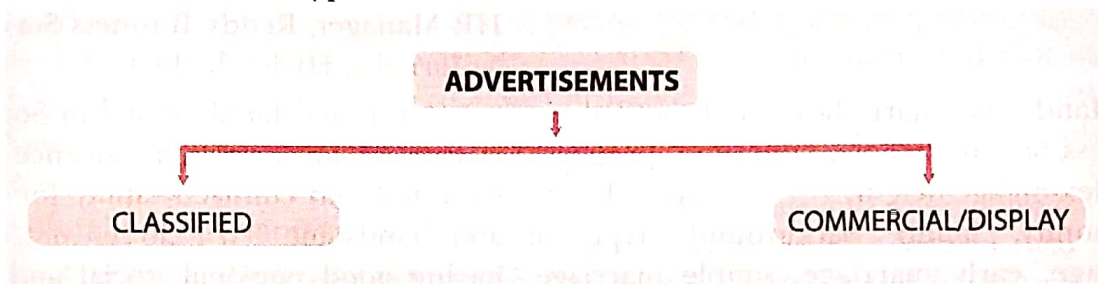


# ADVERTISEMENT

# 1

Advertisements are of two types:



## I. Classified

You come across classified advertisements in the columns of newspapers and magazines. It is categorised in separate columns, occupies less space and is more economical.

**Important features of classified advertisements are:**

- Written in short phrases and words
- Simple, concise and to the point
- Comprehensive, yet must include all important matter
- Give all necessary details in points using commas
- Clearly state the category at the top. *E.g.:* For Sale, To-Let, Situations Wanted/Vacant, Bride/Bridegroom Wanted, Lost And Found/ Missing, Travels & Tour, Sad Demise, etc.
- Give contact address, name, and telephone number
- Put the matter in a box

**Given below is a set of 10 advertisements with the required value points.**

| VALUE POINTS                                                                                                                                                                                                                         | ADVERTISEMENT                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name, age and height, Looks, features, complexion, Identification marks, Clothes/Shoes/Spectacles/Turban, Language(s) known, Health/Mental condition, Date since when missing, Last seen when and where, Contact, Promise of reward. | Old woman named Anama aged 67 years is missing from Rahimnagar since 20th February, 20xx. She is about 5.4", fair, speaks only Hindi. She was wearing blue green suit and slippers. She has a big mole on her nose and is unwell. Anyone who finds her will be suitably rewarded. Kindly contact: V.K. Sharma, 22/14, Arabica Nagar, Delhi. |

| VALUE POINTS                                                                                                                                                                                                                                                                                                                                                                                                       | ADVERTISEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Begin with 'wanted' or 'required', name of the company, post and number of vacancies, age and gender of the candidate, qualifications and experience, other details (optional), pay scale and perks, mode of applying, contact address and phone no.</p>                                                                                                                                                        | <p>Applications are invited by Reddy Business Services, a division of Reddy Finance Limited for the post of HEAD-HR in Hyderabad.</p> <p>Applicant should be around 35 years of age, postgraduate in HR, minimum five years of experience in HR functions and conversant with the best HR practices in the industry. Apply with full particulars and the emoluments expected, within a week to Chief HR Manager, Reddy Business Services, No. 5, Tarnaka, Hyderabad-04.</p>                                |
| <p>Handsome/smart boy, well settled in business or job, income, education, property, complexion/age/height, caste/religion/community, family background, type of marriage: early marriage, simple marriage, Details of the prospective bride, Contact address and telephone number.</p>                                                                                                                            | <p>A reputed family based in South India is looking for a suitable alliance from an educated and cultured family for their fair and handsome 5'6", 36 yr old only son having good personal, social and business values. A Post Graduate in Economics and running his own business successfully since the last 5 years in Delhi. Girl should be good looking, tall, fair and well educated with strong personal and family values. Caste no bar. Please forward the details to: goodalliance4@gmail.com</p> |
| <p>No. of bedrooms/size of rooms, Floor(s), Drawing-cum-dining room, Lawn/Garden, Type of bathrooms/Type of kitchen, Porch/Garage/Store, Fixtures and fittings, Direction/Location:, Type/Condition of construction, Electricity/Water supply, Locality and surroundings, Contact/Schedule for site visit, Preference: executives/ officers/companies/small families, Rent expected, Contact address/phone no.</p> | <p>Recently renovated, east-facing, fully furnished, and air conditioned flat, first floor with LED and refrigerator. 3 BHK, two baths, modular kitchen with IGL gas pipe and 24 × 7 water supply. Parking facility for 2 cars. Near shopping complex. Rent ₹50,000 p/m, Contact: Mr. Vansh: +91-32898-23xxx</p>                                                                                                                                                                                           |
| <p>Make of the vehicle, Model of the vehicle, Year of manufacture/purchase, Colour, Accessories, Condition, Mileage, Ownership details, Licence plate number, Insurance details, Kms run/done, Price expected, Contact name and address/telephone number.</p>                                                                                                                                                      | <p>A black Maruti Polo 2008, 1.3 cc is available for immediate sale. Completed 27,789kms only, VIP number, Sparingly used, fitted with brand new tyres &amp; alloy wheels. Latest Panasonic music system with CD Player, 1000 W amplifier, woofer and speaker, mileage 15 kmpl with AC. No dealers please. Contact-Rehan, 98155-xxxxx.</p>                                                                                                                                                                 |



| VALUE POINTS                                                                                                                                                                                                                                                                                                                                                              | ADVERTISEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Name of the deceased and family background, Date and cause of death, Date, time and venue of last prayer, A tribute of his/her work, achievement, A list of mourners and contact details.</p>                                                                                                                                                                          | <p>With profound grief we inform every one of the untimely demise of our beloved daughter Ramya Sharma (1995-2013) on Sunday, the 15 February 2015, after a brief illness. Cremation will take place on Tuesday, the 17 February at Municipal Crematorium, Besant Road, Rahim Nagar, New Delhi.</p> <p>Grief-stricken: Mr and Mrs A.K. Sharma (Parents); Soumya Sharma (Sister); All friends and relatives.</p>                                                                                                                                                                                         |
| <p>Area: 1500 sq. yards/metres, Locality, Situation: Corner plot/Park facing/on NH1, Name of Promoter: HUDA/DDA/Private dealers, etc. Allotment details, Price expected, Details of development of the area, Suitability: Residential/ Godown/Commercial/ Industrial/Software/IT Companies/Transport Companies/ Educational Institutions etc., Contact number/e-mail.</p> | <p>1000 sq. metre Industrial plot with sale certificate and 250 KV industrial connection suitable for manufacturing and supply chain is for sale. Fully developed and furnished three storey office and waiting area. Parking space available Ideally located near 22 km stone, on Coimbatore-Chennai Highway, Coimbatore, Tamil Nadu.</p> <p>Contact: T. Balasubramanian,<br/>+91-973493xxx.</p>                                                                                                                                                                                                       |
| <p>Service(s) product(s) for which tender invited, Estimated cost and security deposit, Terms and conditions, Availability of application/tender documents, Last date to apply and date of opening tenders, Issuing authority/office/department with contact details.</p>                                                                                                 | <p>Sealed tenders are invited for repair and maintenance of furniture items of this office from reputed agencies. The tender forms will be sold w.e.f. 7.2.2017 to 12.2.2017 between 10.00 A.M. and 1.00 P.M. The price of each tender form is ₹ 215/-, which is to be paid through a bank draft in favour of 'The Commissioner, Income Tax, Mayur Bhavan, New Delhi'. The tender forms can be submitted on 16.2.2017 between 11.00 A.M. and 1.00 P.M. in the office of the Dy. Commissioner. The tenders will be opened on 16.3.2017 at 4.00 P.M.</p> <p>Rama Mishra (Dy. Commissioner-Income Tax)</p> |

## VALUE POINTS

Description of articles found (withhold vital details for identification), Invite the owner to put on claim by identifying, Contact number.

Name of the travel company/agency, Tours/cruises/sightseeing offered, Duration and dates of tours, Tariff for individuals/couples/groups including discounts, Accommodation, food and mode of transport, visa requirements and assistance in visa process, Booking period, Quality of service, Contact address including e-mail, phone numbers and website.

## ADVERTISEMENT

Found a bag full of professional certificates in a bus from Yamunanagar to Delhi. Whosoever has lost it may claim by identifying the contents and by providing authentic proof of ownership. If nobody claims the bag by 25-02-2015, it will be handed over to The Senior Inspector, ISBT, Delhi. Contact: Vikas, +91-39106870xx.

Explore the world in the ways you never thought with Sea Bourne Cruises. Discover fresh foods and world-class entertainment in a ship as relaxing as stunning. Special cruises to Singapore, Mauritius, and Maldives. Most exciting and thrilling itineraries for individuals/couples and groups. Deluxe hotels and choice of Continental, Chinese, Indian and local cuisine. Courteous and multilingual tour guides for sightseeing. Daily departures at very attractive rates. Special discounts for families. Children below 8 years, free. Contact for booking now: Sea Bourne Cruises, 2, 1st Floor, Raheja Towers, Vishakapatnam, Andhra Pradesh. Phone 040-5334455 or visit our website [www.seabournecruises.com](http://www.seabournecruises.com).



## II. COMMERCIAL OR DISPLAY ADVERTISEMENTS

Commercial or display advertisements are published in the newspapers, magazines and on TV by leading manufacturers, establishments, organisations etc for the publicity and promotion of their products, services or events.

They can be of any size, shape and colour. They make good use of visuals like sketches, drawings, designs and photographs. The size and style of alphabets in the advertisement depends upon the needs of the advertiser. **The bottom line is that the advertisement should attract attention.**

The aim of display advertisements is to spread awareness, make appeals, announce sales discounts, inform about inauguration etc.

### Features of Display Advertisement

- Designed for commercial purposes.
- Occupy more space, more expensive in terms of advertising cost.
- Visually attractive-varying font size or shape.
- Slogans, wordplay, metaphors, similes (linguistic style) used.
- Language colourful and lucid.
- Proportionate spacing.

### Essential Details

- Name of the company/institute/organiser etc.
- Details regarding the product/event/educational courses etc.
- Special offers or discounts, if any.
- Address and contact details of the company/institute/organisers etc.

## Examples

- 1 Draft a display advertisement to promote the sale of Bella Donna watches to be published in the 'Hindustan Times' in about 50 words.

Ans

**SALE** **Bella Donna**  
**Watches**

Hurry Up!  
offer upto  
Limited Period

Buy 1 Get 1  
**FREE**

with a  
Special  
**OFFER**

- Select and match according to your hands and wardrobe.
- Attractive colours and stylish looking.
- A perfect gift for your loved ones.

Call us at 0121-432585X or order now [www.belladonna.in](http://www.belladonna.in)