

ADVERTISEMENTS

An advertisement is useful for making the public aware of some services, sale/purchase or giving information about a lost product, missing person, a job vacancy, an event, etc.

There are two kinds of advertisements: CLASSIFIED and DISPLAY.

A. CLASSIFIED ADVERTISEMENT

To write an effective classified advertisement keep the following in mind.

1. The advertisement should be in a box. The heading should appear inside the box.
2. Under the heading write the content in short sentences or clauses.
3. The message should be clear. Be concise. Do not repeat any information.
4. Conclude with the contact number/address, timings for availability/contact.
5. Do not write beyond 50 words.

To build the content you could consider the following.

1. *Sale/Purchase/Renting of property* – include the location, size, accommodation, additional benefits, for example, back up for power supply, rent/price (could be negotiable)
2. *Sale/Purchase of Product/Vehicle* – include model, condition, colour, accessories, any specifications, expected price (could be negotiable)
3. *Job vacancy/Job wanted* – include name of organization, post vacant, essential qualifications, preferred abilities/qualifications, age, sex, last date and mode for applying, whom to apply, contact number/address
4. *Educational institutions/Courses/Trainings* – include name of institute, location, types of courses, duration, past achievement record (success rate), any extra facility/discount, last date for registration, fee, contact number, name, address
5. *Lost/Found/Missing* – include what/who, lost/found, where, when, details of product/animal/person, whom to contact where and when, contact name, number, address if required; for a *Found* article hold back one piece of information that the claimant should be expected to reveal
6. *Travel agencies/Hospitality* – include name, location, services offered, additional benefits/discounts, charges, contact name, contact number, address

EXAMPLE

You wish to give your flat on rent. Write an advertisement to be published in the local newspaper.

TO-LET

NEWLY CONSTRUCTED flat on first floor, facing park in Shanti Vihar. Covered area 300 sq. yards. Two bedrooms, attached bathrooms, lobby, drawing-dining, spacious kitchen and balcony. Servant quarter and garage facility available. Uninterrupted water and electricity supply. For company lease only. Contact Mukesh Sahani, Tel. 09876541187.

B. DISPLAY ADVERTISEMENT

To write an effective display advertisement keep the following in mind.

1. You may use a mix of higher and lower case (capital letters and running handwriting).
2. Remember to illustrate with a sketch.
3. Use catchy lines, appealing language, witty phrases.
4. Give details of the product. Highlight its special features.
5. For an institute/resort give details of the facilities and services offered.
6. Highlight the benefits/offers so that the advertised product/institute stands apart from the rest available in the market.
7. Give contact name, number, address.

There are many creative ways of drafting a display advertisement. Here is an example. Given below is a display advertisement for a shop selling an array of electronic goods.

ELECTRONIC INVASION

A ONE-STOP SHOP WITH A DIFFERENCE!

10, Albert Road, Bangalore

The place for the truly hi-tech generation

We offer:

- * the latest in music systems
- * a galaxy of computers
- * gadgets – incredible variety
- * televisions – an irresistible exchange scheme



SPECIAL PRIZES FOR THE FIRST 100 CUSTOMERS!

For queries, contact Manager, Tel. 09867543210