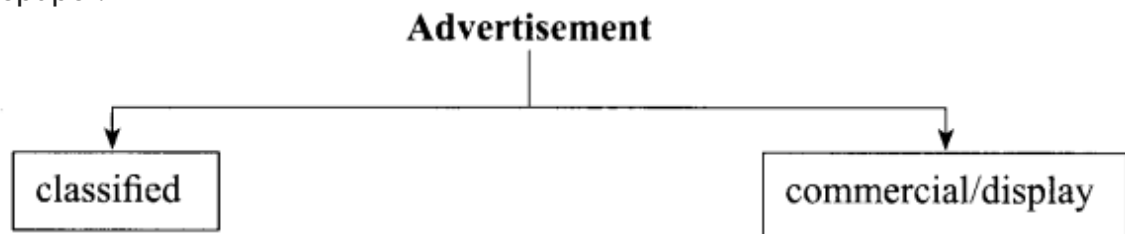


## Advertisement Writing Format, Examples

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An advertisement for the classified columns in a newspaper should be brief as the price to be paid for the advertisement very much depends on the space taken.

Newspapers, magazines, TV, radio, cinema, leaflets, pamphlets, etc. are extensively used for such purposes. The content is brief, words limited and sentences not necessarily grammatically correct. Information in digital, abbreviated, and short-form is acceptable. However, the brief description of the product or services advertised and the contact address must be there. There are two basic types of advertisements (ads) in the newspaper.



### Question 1.

You are looking for a second-hand car. Draft an advertisement for the classified column of a newspaper, specifying your requirements in 50 words. You are Sumit/Sunita of A-40, Vinod Enclave Delhi. [NCT 2018]

**Answer:**

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### Wanted

Wanted second-hand car in good condition should be no more than three years old. A medium sedan with mileage less than zone lakh kms, preferably owner-driven without accidents. Honda, Hyundai, Tata, Ford, Toyota preferred. Documents should be in order. Please contact Sumta, A40, Vinod Enclave Delhi.

### Question 2.

Abha/Abhay has a very good knowledge of all the tourist attractions in Delhi. (S)He wants to work as a Tourist Guide. Draft a suitable advertisement for publication in the classified columns of a local daily. [NCT 2017]

**Answer:**

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**Available**

History graduate fluent in English, French, and Spanish seeks employment with good private tour operators. Excellent communication skills and ability to handle groups upto 50 people. Familiar with Delhi monument butts. Contact Abhay Verma 9848XXXXXX. email: abhay@mail.com.

**Question 3.**

You are the General Manager of a leading company. You need a Chartered Accountant for your office. Draft an advertisement in not more than 50 words to be published in the Times of India, New Delhi, under the classified columns. [NCT 2016]

**Answer:**

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**Wanted**

Wanted a chartered accountant for a leading manufacturing company. The applicant should "have certification for practising as a chartered accountant. Experience in a similar company is desirable but not essential. The applicant should send their application with their CV and photograph to the Manager, HRD, Eicher Manufacturers, F 16, Connaught Place, latest by 20 August 20XX.

**Question 4.**

You are Suyashi/Utkarsh, living at M-48, Wajirpur, Delhi. You want to sell off your mobile

phone. Draft an advertisement for the classified columns of a national daily giving its details and the price expected. [NCT 2015]

**Answer:**

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For Sale

Samsung mobile of Galaxy Series dual sim, dual camera, Android in good condition. Owner wishes to sell earliest as is where is basis. Minimum acceptable price ? 8000. Only cash will be j i accepted. Interested buyers. Contact: Suyashi, M-48, Wazirpur Delhi, Fix prior appointment calling 8432XXXXXX

**Question 5.**

RKS International School is looking for a receptionist for the school. Write an advertisement on behalf of the Administrative Officer in the classified column of the local newspaper giving necessary details. Draft the advertisement in about 50 words.

**Answer:**

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#### **Situation Vacant**

I Wanted a receptionist for school office. The candidate must be a graduate, fluent in spoken English, Hindi and local language. Polite manners and pleasant personality are desirable. The candidate should be familiar with office procedures and the use of computers.

Contact: Administrative officer, RKS International School, Delhi 1100XX.

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**Question 6.**

Areputablesoftdrinkcompanyislaunchingt看newproductsthissummer.Prepareanadvertisementin about 50 words to be distributed as a publicity leaflet.

**Answer:**

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Fruitrue-tickle your taste buds  
Enjoy fresh mango and orange drink to be launched on April 15!  
Taste the freshness and nutrition of fruitrue.  
New attractive packaging preserves the original fruity flavour.  
Extremely hygienic and attractive packaging!!  
Unbelievably low prices on launch \_\_\_\_\_ from April 15 to May 15.  
Available at your nearest store.

**Question 7.**

Prepare a publicity leaflet in about 50 words advertising your Fun Centre offering, hobby classes during summer vacation.

**Answer:**

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Fun Plus Learn  
Join hobby classes in:  
Music: Indian and Western  
Dance: Contemporary, Classical  
Art: Painting, Papier Mache, Craft Work  
Theatre: Acting  
Outstanding teachers for all disciplines. Limited seats on first come first-served basis. Reasonable fees.  
Inaugural 10% discount on first ten registrations.  
Contact: B -11 Saraswati Vihar, Pitampura, Delhi 1100XX.

**Question 8.**

You are a travel agent and conduct tours in India and abroad. Write an advertisement in about 50 words offering attractive discounts during summer vacation.

**Answer:**

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## Holidays to Remember

Book your holidays with Amar Travels for a memorable summer experience. Attractive discounts offered for family and group bookings. Visit Kashmir, Nainital, Mussoorie and Darjeeling at lowest prices,

Holidays in Goa, Kerala, Lakshadweep and Sri Lanka for seaside thrills. We make all arrangements for travel, hotels and sightseeing.

Contact Amar Singh at 98XXXXXXX.

### Question 9.

You run a coaching class which prepares students for class X and XII board exams, engineering and medical entrance tests. Write an advertisement in about 50 words to be distributed as a publicity leaflet.

### Answer:

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uperMind Classes

Bright India Coaching offers admission to students appearing in CBSE/ISC classes 10 and 12, Engineering and Medical entrance tests. Classes conducted by expert teachers. High success rate. Seats on a first-come-first-served basis.

Contact 63, G Block Mukherji Nagar, Delhi Phone: 9822XXXXXX

email: brightindia@org.co.