

# ADVERTISEMENTS

**An advertisement is an announcement in a public media for promoting products, job, sales/purchase, events and services**

## TYPES OF ADVERTISEMENT

- Classified
  - Commercial/Display/ Non- Classified
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## POINTS TO REMEMBER

- To be written in short and in catchy words and phrases.
- Language used should be simple, factual and formal, concise and to the point.
- Only relevant information is provided.
- Provide contact details as per content.
- Should be enclosed in a box.
- Well covered in a range of about 50 words.

## DISTRIBUTION OF MARKS

<b>Format-Heading</b>	<b>1 Mark</b>
<b>Content</b>	<b>1 Mark</b>
<b>Expression</b>	<b>1 Mark</b>

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# **CATEGORIES OF CLASSIFIED ADVERTISEMENT UNDER DIFFERENT HEADINGS**

- Situation vacant/ Situation Wanted
  - Sale /Purchase of Property/ Vehicles/Household goods/Office furniture
  - Lost and Found
  - Missing Person/Pet animal
  - Travels and Tours
  - Education/ language Course/ Hobby Class
  - Matrimonial
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# SITUATION VACANT

## POINTS TO REMEMBER

- Heading-Situation Vacant
- Begin with 'REQUIRED'
- Mention the name of company, name of post and number of posts lying vacant
- Required age limit, educational and professional qualification, experience
- Job requisites (knowledge of computers, fluency in English etc.
- Personality requisites (impressive/pleasing)
- Salary and perks (commensurate with experience, negotiable, as per govt. scale)
- Mode of applying and deadline for submission
- Contact details.
- Word limit 50 words

### Situation Vacant

**REQUIRED** a receptionist for South Delhi Public School. Candidate should be a graduate in any discipline, must possess impressive communication and inter personal skills and should have pleasing personality, salary negotiable . Interested candidate between 22 to 35 years may send their resume with recent passport size photograph to Principal, South Delhi Public School, Defence Colony, New Delhi within 10 days. Contact at 9876XXXXXX, sdps@gmail.com



# SITUATION WANTED

## POINTS TO REMEMBER

- Heading-Situation Wanted
- Begin with qualification and experience
- Age and gender
- Nature of job sought
- Personality requisites (impressive/pleasing)
- Salary expected
- Contact details.
- Word limit 50 words

### Situation Wanted

A well qualified and experienced female professional, aged 30 ,with a diploma in Western Music and Contemporary Dance, willing to teach the art to school going kids between 7 to 15 years old in the evening 5 p.m. to 7 p.m., fees INR 500/hour, transport available from South Delhi. Interested candidate may contact: Ms. Snigdha, D-250; Defence Colony; New Delhi or contact 98735XXXXX, mail at sng250@gmail.com

# SALE/PURCHASE OF PROPERTY

## POINTS TO REMEMBER

- Heading- FOR SALE/PURCHASE
- Begin with Available for Sale/Purchase
- Types of property (flat/ independent floor/offices etc.)
- Size, floor, number of rooms etc.
- Fixtures and fittings
- Surroundings- centrally located, park facing, nearby market, school, hospital, bank, metro station etc.
- Expected price- Fixed/negotiable
- Contact detail- name, address and phone number
- Word limit 50 words

## FOR SALE/PURCHASE

Available for sale/purchase the first floor of a newly constructed house in Greater Kailash part I comprising 2BR , a large D/D and a large modular kitchen, East facing, located near market, 24 X7 water and electricity supply, CCTV secured, car parking for 2 cars reasonable price. Genuine buyers/sellers may contact Rajat, House number 250, Greater Kailash, New Delhi-110045

## POINTS TO REMEMBER

- Heading- TO LET ( if it is available) ACCOMODATION WANTED ( if it is required)
- Begin with TO LET/ ACCOMODATION REQUIRED
- Type of accommodation- size, floor, number of rooms etc.
- Location and surrounding
- Other facilities
- Rent expected, bank company lease preferred
- Name , address, email address or telephone number
- Word limit 50 words

### TO LET/ ACCOMODATION WANTED

AVAILABLE/ REQUIRED a newly built independent house in North Delhi. 3 BR with attached bathrooms, well ventilated and spacious with wooden work and modular kitchen, walking distance from market, school, hospital and metro station. Expected rent 25000/month (non negotiable). If interested contact K.R. Sharma, 98765XXXXX



# VEHICLES FOR SALE

## POINTS TO REMEMBER

- Heading- FOR SALE
- Begin with AVAILABLE
- Mention the name of company, model and year of manufacturing
- Colour, accessories ( seat covers, mats, music system, AC etc.
- Specifications (single driven, mint condition, non accidental, good mileage, recently serviced etc.)
- Insurance and pollution certificate
- Expected price (fixed/negotiable)
- Contact details.
- Word limit 50 words

## FOR SALE

AVAILABLE Honda Amaze 2018 done 150000 kms for sale, metallic grey in mint condition, new seat covers , AC and stereo fitted owner driven, non accidental, sparingly used, beautiful interior, insurance, road tax updated. Owner going abroad, immediate sale, price negotiable. Genuine buyers may contact: Manav Sharma; H.no. 250;Malviya Nagar; New Delhi at 97643XXXXX



# SALE

## POINTS TO REMEMBER

- Heading- FOR SALE
- Begin with AVAILABLE
- Item brand and year of manufacturing
- General condition- excellent working condition/mint condition ..
- Specify material in case of furniture
- Price expected
- Contact details.
- Word limit 50 words

### FOR SALE

AVAILABLE Sony HD TV, 56", Samsung refrigerator, double door, 500 ltrs, Hitachi split ac 1.5 tons and leather sofa set with glass top center table for immediate sale. All items in mint condition and purchased one and a half year ago. Price negotiable . Owner going abroad. Interested parties may contact : Uday, 15 th Avenue; Church Gate; Mumbai 400001

# MISSING PERSON/PETS

## POINTS TO REMEMBER

- Heading- missing persons/pets
- Begin with 'Missing'
- Physical description
  - PERSON- name, age, gender, height, complexion, built, clothes and other identifying features
  - PETS- name, breed, colour of fur/ collar
- Missing since when and from where
- Reward if any
- Contact details.
- Word limit 50 words

### MISSING

MISSING Sudesh Kumar, 14 years, 5'4" wheatish complexion, medium built, curly black hair, injury mark on left eyebrow, wearing red T- shirt and faded blue jeans missing from Adarsh Vihar; Nangloi; West Delhi since June 15 2020, last seen in Central Park. Informer will be suitably rewarded. Kindly inform SHO , Nangloi Police Station Delhi, call at:78387XXXXX



# LOST AND FOUND

## POINTS TO REMEMBER

- Heading- Lost and found
- Begin with LOST or FOUND
- Brief description of the object- object/ article name, brand, colour, size and condition
- When / Where/ While
- For Lost give all details / for Found give visible details only
- Contact details.
- Word limit 50 words

### LOST AND FOUND

Lost a navy blue bag pack containing Lenovo laptop, its mouse and charger in Metro. The side pockets are netted and some notebooks are kept in the central partition with the name Rajesh. Bag was left in the Metro by mistake while travelling between Gurugram and Saket on June 16, 2020 between 8 and 9:30 a m If found kindly contact Mr. Rajesh Sharma; sector 15 Gurugram; Haryana. Finder will be duly rewarded.

# TRAVELS AND TOURS

- Heading- TRAVELS AND TOURS
- Begin with PACKAGE AVAILABLE / ATTRACTIVE PACKAGE AVAILABLE
- Destination , duration, mode of travelling, dates and other specific details
- Package details- food, boarding, lodging, sight seeing etc.
- Cost and special discounts
- Name of agency, address and other contact details
- Word limit- 50words

## TRAVELS AND TOURS

Attractive package available for Mumbai and Goa trip, 5 nights / 6 days, air travel, 3 star hotel accommodation, breakfast, dinner, sight seeing and hotel transfer cost included at 30000 per person. Special 10% discount for family bookings. Booking open till 15<sup>th</sup> September 2020. Contact Amit Bisht, Ganga Travels, C-75, Trivedi Colony Chhattisgarh. Call at: 98766XXXXX



# **EDUCATION/LANGUAGE COURSE/HOBBY CLASS**

## **POINTS TO REMEMBER**

- **Name of the institution**
- **Course offered and duration**
- **Eligibility condition**
- **Facilities and fee structure**
- **Last date for registration**
- **Contact details.**
- **Word limit 50 words**

## **EXAMPLE:**

### **ORACLE INSTITUTE OF INTERNATIONAL LANGUAGES**

Oracle institute announces 3 months courses in French, German and Italian. Duration of classes will be from 5 pm to 7 pm from Monday to Friday. Fresh batches starting from 15 September 2020. Course fee is 10000/ month. Early bird incentives for first five students. Eligibility passed class 10 from an English medium school, basic knowledge of computers. Transport available for South Delhi. Apply latest by July 12,2020 to The Manager; Oracle Institute; Press Enclave Road; Saket; New Delhi 110017 or mail at [oraclesaket@gmail.com](mailto:oraclesaket@gmail.com)

### BRIDE WANTED

Alliance invited for 28 years 5'11", intelligent, MBA qualified, employed in French MNC, settled in Hyderabad from a girl belonging to a cultured family. Girl from science background preferred. Caste and dowry no bar. Contact at box 678, Times of India, Hyderabad.

### GROOM WANTED

Proposal invited from a well cultured , educated preferably in medical profession for a pleasant looking child specialist working in AIIMS Delhi. Salary and caste no bar. Interested family looking for a compatible match may contact at box 768, Hindustan Times, New Delhi.

## Points to remember

- Begin with alliance/proposal invited
- Physical description: age, height, complexion and other details
- Academic qualification, profession, job status, salary etc.
- Caste/ sub caste /religion etc.
- Contact details

# MATRIMONIAL

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