

Advertisements

Public Announcement

What is an Advertisement?

- An advertisement is a public announcement made through a popular medium like newspapers, magazines, T.V., radio and the cinema. As advertisement may be displayed on a placard as well. It is non-personal, oral or visual message regarding a product, a service or an idea.

PURPOSE

- An advertisement attracts immediate attention of the public. It is a very persuasive tool for promoting sales or services. It is used to influence the minds, tastes and even motives of the masses. Remember, an advertisement is a play of words. It must be very attractive to catch the eye of the reader, listener or viewer.

Types of Advertisement

- CLASSIFIED

- COMMERCIAL

Characteristics of Classified Advertisements

- ❖ They are categorized into columns according to different classes. The category is stated at the top.
- ❖ They are written in short catchy phrases and words
- ❖ The language used is simple, factual and formal
- ❖ They are short, concise and to the point
- ❖ All the relevant information is provided
- ❖ Contact, name and address are given
- ❖ They are written in a box to attract attention

Commercial Advertisement

Commercial Advertisements are inserted by leading manufacturers, establishments, organizations for publicity and promotion of their products, services or some event

Main Characteristics

1. Designed for commercial purposes
2. More space, more expensive in terms of the advertising costs
3. Visually attractive— varying font size or shape
4. Language: colorful and lucid-----catchy slogans, punch lines, witty expressions and pictures or sketches
5. Proportionate spacing

Essential Details

1. Name of the company/institute/
Organizers
2. Details regarding the
product/event/educational course etc.
3. Special offers of discount if any
4. Address of the
company/institute/Organizers.

COLOUR SCHEME

- The colors are chosen in such a manner that they must stimulate viewers emotions. The following colors are used to signify different psychological meanings:
- RED: Energy
- GREEN: Refreshing
- BLUE: Relaxing and evoking nostalgia
- YELLOW: Exuberance
- BLACK: Bold and elegant

Commercial Advertisement

Watch & Click Offer

Free

A CLICK N SHOOT CAMERA

When you Buy

HOME THEATRE

31" Flat Screen

HI-FI SOUND SYSTEM

COMPETITIVE PRICE

BUT HURRY

This is a limited offer.

Open up to 30 March

Contact

your near by Dealer today

BRIGHT VISION TELEVISIONS

The promise of a happy home



KIDS WEAR
TRENDY WEAR
LADIES SUITS
GENTS SUITS
KAHN SUITS
PANJABI SUITS
ZARIDAR SUITS
LENGAS
SHAWLS
AND KIDS
FOOTWEAR

EID OFFER

Special kids wear
Ready made khan suits
Ladies coats

AVAIL 25% DISCOUNT



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TIP TOP GARMENTS

A COMPLETE FASHION CENTRE

CONTACT : Tip Top Garments Residency Road Srinagar
Kashmir, ring:- 99087777872636

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ZABARWAN SAFFRON

PURE KASHMIRI SAFFRON
AVAILABLE
WITH EVERY PACK OF 200 GMS
AVAIL DISCOUNT OF RS 50
CULTIVATED AND PROCESSED AT
PAMPORE
UNDER EXPERTS.

FOR FURTHER DETAILS CONTACT
ABCB

ABCB

FOR FURTHER DETAILS CONTACT

Sample of Classified

SITUATION VACANT

Wanted a smart, efficient P.A/stenographer for a leading manufacturing company. Qualifications- Graduate, age 25-30 years. Typing speed 60 w.p.m., shorthand 120 w.p.m. Preference to those who can handle computers. Salary negotiable. Apply with complete bio data within 10 days to Personnel Manager, Green Bio-Products Ltd. Industrial Area Faridabad-22

THANKS