

3. Advertisements

In these days of stiff competition in the field of consumer goods and of different types of facilities and services, advertising has grown into an important and challenging business. Advertisement (abbreviated to ad) is the most effective tool or strategy to ensure demand for your products by promoting their selling and buying. As John F. Kennedy has put it: "Advertising is salesmanship in print". Very colourful and catchy words, phrases, and sketches are being used to inspire and entice the prospective buyer.

Different types of advertisements come in the newspapers, such as Classified Word, Appointments, Box Service and so on. Advertisements may be broadly categorised into Classified Ads and Display Ads.

Look at the following Classified Word Ads.

(1) EDUCATIONAL VACANCIES

WANTED POSTGRADUATE/ Graduate Teachers in English, Mathematics, Chemistry, Computer, Montessori trained, and Librarian for June 2000. Apply to The Correspondent, Srimathi Sundaravalli Memorial School, Nagappa Nagar, Chromepet, Chennai - 600044.

(2) REAL ESTATE - SELLING RESIDENTIAL LAND

PLOTS FOR Rs. 500/- per month at Sriperumbdur, Contact: 6264530/ 6269580/ 6283505, Chennai - 600101. Website: jemi.org

(3) SITUATIONS VACANT ENGG/PRODN/TECHNICAL

ELECTRICAL & MECHANICAL Engineers required for Steel Plant. Minimum 5 years experience must. Very attractive remuneration with boarding and lodging. Contact Utility Alloys Pvt. Ltd., 10/247, Akathethara, Maruthacode, Palakkad. Phone : 556020, Tele-fax : 557497.

(4) SITUATIONS VACANT GENERAL

HOTEL MARS - Pallavaram, Chennai-43, Requires Telephone Operators, Accounts Assistant and Receptionists. Local candidates preferred. Walk-in-interview from 25-01-2000 at 10.00 - 11.30.

From these specimens we can identify the following salient features of Classified Ads. *making exception*

1. It has a caption in block letters in a box, which can be either at the centre or to the left, close to the margin. (Under the same caption e.g., REAL ESTATE, SITUATIONS VACANT, RENTAL), several ads. will appear.
2. Under the general caption comes a more specific detail such as under 'Educational Vacancies', we have 'Wanted postgraduate' teachers, under 'Real Estate' we have 'Selling Residential land', and under 'Situations Vacant', it is specified Engg/Prodn/Technical.
3. The first two words are in bold print and in capitals to capture the reader's attention.
4. The name of the product or the kind of service advertised comes first followed by its special features. If it is selling land, the location of the plot, cost and mode of payment should be mentioned. Under Matrimonial, age, education, job, family background, appearance, etc., should be included.
5. The last sentence mentions how to contact the advertiser, address/ telephone no. / e-mail address, etc. Sometimes a box number is given which means that the advertiser has been allotted a specific box at the newspaper office for a definite period. The responses to the ad. to this number will be collected and forwarded to the advertiser. This is done in strict confidence and anonymity. An extra amount is charged for this facility. Similarly a Post Box No. indicates that at the Post Office there is a separate slot allotted to the individual whose letters addressed to this number will be collected by him.
6. The matter should be expressed in a compact and precise manner, at the same time retaining clarity. This can be achieved by making use of abbreviations, short forms, numerals, commas, full stops and capital letters and by omitting articles. The message should be brief but clear.
7. The captions and pincode are not chargeable and hence not included within the word limit.

*shortened
from
word
box
use*

Look at the Specimen Display ads given below.

Building Cement
MODHURUF

LEAKAGE
in Concrete Buildings ?

Off with all methods of
the Coating & Cement Finishing
Use

POLYGARD
Polymer Waterproof Coating
+ Durable + Economical
+ Easy to use

For Expert Applications and other
details contact : SALES OFFICE,
GUY POLYMER PRODUCTS
KOTLA - 570 022 Ph: 0495-29222
29422 Fax: 0495-24178

READY TO COOK QUALITY SEA FOODS
CUT, CLEAN, IQF
Fishes/Prawns/Smelts
in consumer packs at
economical prices

GAMMA SEA FOOD

56/1, 7th Avenue, Ashok Nagar,
Chennai-600 071.

Home Delivery

PH: 4894268, 4894973

Business Enquiries Solicited

Opening Shortly



Smile Design

THE ORTHODONTIC DENTAL CLINIC
Division of Self Orthodontics
(Run by a Group of creative
post graduate professionals)

Opp Milma Co-Op. Factory,
Thiruvananthapuram
Phone: 251456 Mobile: 98470 46774
E-mail: smile_dsg@vsnl.net

*Change your smile,
Change your life*

Posters

A classified ad is very compact and precise, and therefore prosaic. A poster, on the other hand, has greater scope for creativity. It is coloured with an interplay of words and is attractively designed to catch the attention of people.

Exercise

Draft suitable classified ads, with the details given below.

1. You wish to sell your Maruti 800, 1998 model in excellent condition.
2. A three bedroom apartment is available for rent in Kilpauk in Chennai. It is on the third floor and available for immediate occupation.
3. You have lost your suitcase during a train journey from Chennai to Hyderabad.