

Advertisement Writing: Class 12, Types, Format, Examples, PDF

Advertisement writing comes under Section B of writing skills in 12th class Board English Examinations. Writing advertisements is an important part of writing skills in any language, especially, in class 12th English exams. Advertisement is a type of public notification delivered through popular media such as newspapers, magazines, television, and web pages.

Generally, the word limit should be 50 words long. Let us make things easy for you by explaining the format, examples, exercises and pdf in one place. Therefore, you will get all previous years' examination questions, most popular examples, format, exercises, and free pdf for students in the following discussion. Advertisement writing will reflect my 27 years of experience as an English Teacher.

Types of Advertisement

Advertisements are of two types, it is a public notice or announcement that promotes a product, service, or event or publicises a job opening.

Classified Advertisement

Commercial Advertisement

Classified Ads:

You can find classified ads in the classified sections of newspapers and publications. A Classified Advertisement must include the following features:

- There will be no blocks, no designs, and the language will be factual.
- Straightforward, formal, and to the point.
- Although comprehensive, no crucial details should be overlooked.
- Never go on for too long (confine to the word limit).

Commercial Ads:

Commercial or display advertisements, on the other hand, are utilised by leading manufacturers, establishments, organisations, and other entities to publicise and promote their products, services, or events.

The essential features of commercial ads.

- It is meant for professional use only.
- It takes up more room and costs more to advertise.

- These are more visually appealing with changeable font, shape, and size.
- There are memorable slogans, humorous punch lines, and pictures or cartoons.

Strategies for Advertisement Writing

- Write advertisement to the point as it costs more money
- People want to read minimum words with maximum meaning
- Heading should be in capital letters...WANTED, REQUIRED, LOST! LOST, FOR RENT
- Use language in such a way to target the audience
- Use effective and communicative language
- Manage your word limit carefully
- Communication address should be clear
- Personal information needs to be avoided
- Use proper box shape to write an advertisement
- Learn to write a proper advertisement for future task

Topics covered under Classified Advertisements

Classified advertisements are written by an owner or employer:

SITUATION VACANT: As the name suggests it is used for the vacant post in an organisation.

SITUATION WANTED: It is used by an individual to get a job.

FOR SALE: Selling property, car, assets, and plots.

TO LET/FOR RENT: Someone wants tenants for his property.

ACCOMMODATION WANTED; Individuals want accommodation.

MATRIMONIALS: For marriage purposes.

MISSING?LOST; For missing or lost something or someone.

Advertisement writing Format for class 12

Lost and Found" Format With Example1.: Your pet dog is missing. Write out a suitable notice in not more than 50 words for the "Lost and Found" column of a local newspaper. (HBSE 2020, SET A)

1. HEADING

(LOST AND FOUND)

2. EXPLAIN PHYSICAL OUTLOOK: Height, colour, and other identifying characteristics

(My German Shepherd dog with dark brown colour)

3. WRITE NAME, AGE, AND FITNESS

(His name is Tiger, 4years old and a healthy dog)

4. IDENTIFICATION MARKS LIKE COLOR, CLOTHING OR SOMETHING ELSE PROVIDE SOME PROOF

(Wearing Black collar)

5. LOCATION WHERE LOST

(Lost somewhere near Sports stadium, XYZ city)

6. BENEFITS AND REWARDS FOR FINDER

(Finders will be given a treat at City Coffee House)

7. CONTACT ADDRESS/PHONE NUMBER

(H.No. 245

XYZ COLONY

ROHTAK

CONTACT: 858858....)

Example1.: Your pet dog is missing. Write out a

suitable notice in not more than 50 words

for the "Lost and Found" column of a local

newspaper. (HBSE 2020, SET A)

Answer:

LOST AND FOUND

My German Shepherd dog with dark brown colour. His name is Tiger, 4years old and a healthy dog. He is wearing Black Collar. Lost somewhere near Sports stadium, XYZ city.

Finders will be given a treat at City Coffee House. No need to worry, he is a soft dog.

CONTACT ADDRESS/PHONE NUMBER

H.No. 245

XYZ COLONY

ROHTAK

CONTACT: 858858...

Examples and Exercises of Advertisement Writing for Class12 English

Question No. 2. You are working for an advertising agency.

Draft an advertisement for a Company

which is launching a Herbal Toothpaste.

Imagine details. (HBSE 2020, SET B)

Answer:

HERBAL TOOTHPASTE! KEEPS YOUR TEETH HEALTHY! ANTI-AGEING!

Dabur launched Anti Ageing toothpaste that helps to solve premature dental problems of ageing of teeth and gums. It acts as a panacea to general Oral problems to ensure long term stability. It leads to gradual weakening of gums, daily wear and tear of enamel leading to demineralization affecting the overall stability of teeth.

For More Details Contact:

Dabur Pvt. Ltd.

Kasturba Marg

New Delhi-121.....

Exercise 1.

You are working for an advertising agency.

Draft an advertisement for an Ayurvedic

Face Cream. Imagine details(HBSE 2020, SET C)

Exercise 2.

You are working for an advertising agency.

Draft an attractive advertisement for a

The company is launching a new Herbal

Shampoo. Imagine the details. (HBSE 2022, SET D)

Example3.

You are Rama/Radha, General Manager of

Hotel Grand, Rohtak. You need a

receptionist for your hotel. Draft an

advertisement in not more than 50 words to

be published in "The Tribune", giving all the

relevant details. (HBSE 2019, SET A)

Answer:

SITUATION VACANT! RECEPTIONIST!

The Hotel Grand in Rohtak needs a receptionist on an urgent basis. The applicant must be well-spoken and proficient in both English and Hindi. Knowledge of Microsoft Word and a fast typing speed is required. The candidate must have at least three years of experience in a similar position in a reputable organisation. Eligible candidates should provide a detailed C.V. to the undersigned by March 20th, 2019.

Rama/Radha

General Manager

Hotel Grand, Sheela Bye Pass

Rohtak-252545

Exercise:

You are a businessman. You need a personal driver for your Honda

city car. Draft a suitable advertisement(HBSE 2017, SET B)

Example 4.

You are Ramesh/Ramana, the owner of an

independent house in D - Block, Sector 4,
Sonipat. You plan to sell it off. Draft an
advertisement in not more than 50 words to
be published in "The Tribune", giving all the
relevant details. (HBSE 2019, SET B)

Answer:

INDEPENDENT HOUSE FOR SALE!

An independent house in D-Block, Sector 4, Sonipat is up for sale. The house is three years old and has recently been restored. It contains two bathrooms, one kitchen, and an adjoining store. The property is fully furnished, with two window air conditioners and fresh drapes, and prospective buyers can schedule a tour or contact the signatories for more information.

Ramesh/Ramana

M: 9680.....

Exercise:

You are Sudha/Sudhir of Model Town,
Sonipat. You wish to purchase some
property in Hisar. Draft an advertisement in
not more than 50 words to be published in
"The Tribune", giving all the relevant details. (HBSE 2019, Set C)

Example 6.

You are Mahima/Mahesh. You plan to sell
your two-wheeler. Draft an advertisement in
not more than 50 words to be published in
"The Tribune", giving all the relevant details. (HBSE 2019, SET D)

Answer:

MOTORCYCLE FOR SALE!

A well-kept Honda motorcycle is available for purchase. Black in colour with power brakes, highly maintained, manufactured in 2017. Motorcycle insurance is valid until December 2020. Interested buyers should contact the signatories for additional information.

Mahima/Mahesh

Exercise:

You want to sell your car as you are shifting from Bangalore to Delhi. Draft a suitable advertisement to be published in 'The Times of India'. Give necessary details of the car. You are Prateek/Reena, 240, Sector – 4, Sonipat. (HBSE 2017 SET C)

Exercise:

A new motorcycle is to be launched. Prepare an advertisement highlighting its qualities. (HBSE 2018, SET D)

Example 7.

You are Monika of 1460, Sector - 14, Rohtak. You want a maths teacher for your son who is in XII class. Draft a suitable advertisement stating your requirements. (HBSE 2018 SET A).

Answer:

WANT A MATHS TEACHER FOR TUITION

My son is in class 12 and requires the assistance of a math teacher for problem-solving. We dwell in H.No. 1460, Sector-14, Rohtak, near the main bus stop. Tuition should be scheduled between 5 and 7 p.m. Math teachers who are interested should contact the undersigned.

Monika

H.No. 1460, Sector-14

Rohtak

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Example 8.

Your name is Rama. You lost your golden necklace while you were taking a walk in a garden. Draft an advertisement for this purpose. (HBSE 2017, SET C)

Answer:

LOST! LOST! LOST!

On March 20, 2017, I lost a golden necklace while walking in the garden in Panchkula, Sector-4. The necklace is constructed of gold and contains stones, as well as a locket with my portrait. Finder will be feted at the Gymkhana Club in Sector-4. The undersigned may be contacted by the finder.

Rama

M: 7848.....

Example 9.

You are Raman / Bhawna of 5, sector 47, Gurgaon, Haryana and wish to let out your newly built house. Draft an advertisement in not more than 50 words for publication in the 'To Let' column of Hindustan Times giving all necessary details.

Answer:

TO LET

A recently built house in Sector-47 is available for rent. There are four bedrooms with adjoining bathrooms, a living/dining area, a huge kitchen, and a balcony. A garage with parking is also available. Rent is likely to be between Rs25,000 and 30,000 per month. Family members are preferable.

Contact

Bhawna at 5, sector-47, Gurgaon, Haryana, or via phone at 7503.....

