

CLASS XII

COMMERCIAL ADVERTISEMENTS

Commercial advertisements are designed for commercial purposes.

The following are the characteristics of a display advertisement.

- They occupy more space and are expensive in terms of advertising costs.
- They have to be attractive and eye-catching making use of catchy headlines / slogans, punch lines.
- The font size and type too vary according to the requirement.
- The text should be brief.

Remember the following points while designing a display advertisement.

- Must be attractive-with a catchy caption, heading or sub-headings.
- Figurative language. (alliteration and metaphors especially)
- Proportionate spacing of fonts with different sizes.
- Usually attractive with catchy slogans, punch lines, witty Expressions, pictures or sketches.
- Special offers or discount, if any.
- Details of the product or event given in a clear, precise way.
- Give name, contact number and address of the advertiser.
- Present the matter in a box.
- **1. Draft an advertisement of an electrical showroom opening shortly. Give necessary details.**

SUPERIA ELECTRONICS

New Arrivals

Don't Miss This Exciting Offer.

Offer Till Stock Lasts.

25/75, Ground floor, Opp. Aditya Mall, Vaishali, GZB, Ph: 9822745672.

2. On behalf of M/s Success Tutorials draft an advertisement to be published in a newspaper to attract the young students of class X and XII who dream of becoming successful professionals.



**WANT TO FULFILL YOUR DREAMS?
THEN, RELY ON**

SUCCESS TUTORIALS

Which will lead you towards excellence.

- ☐ Study Material
- ☐ Question Bank
- ☐ Expert Guidance
- ☐ Periodical Tests
- ☐ Extensive Coaching

**Next batch starts on
1st August**

For free prospectus write to:
Success Tutorials
B-45, Saket Nagar, Bareilly -67.

3. Draft an advertisement for a vegetarian South Indian restaurant in your city opening shortly.



Paradise Inn

At your doorsteps.

- ❖ Quick Service
- ❖ A/C restaurant
- ❖ Affordable prices
- ❖ Free Home Delivery

You get what you demand for.

A family restaurant.

Call:
9834577543, 9897176432
F- 66, Gulmohar Park,
Near District library,
Chamba, Jammu.
