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.

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, Bareli - 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.

Call:
9834577543, 9897176432
4-66, Gulmohar Park
Near District Library
Chamba, Jammu.

*******