



INDIAN SCHOOL MUSCAT
SENIOR SECTION
DEPARTMENT OF ENGLISH
CLASS XI
COMMERCIAL ADVERTISEMENTS



DATE.....

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.

SAMPLES

DONT MISS THIS GREAT OPPORTUNITY
ANNUAL SALE !!
SALE !! STOCK CLEARANCE
SALE !!
HURRY!!
UPTO 50% OFF
From : 12th March to
20th March
METRO SHOES
All Branches

Good News
For
SCHOOL CHILDREN
Shine Enterprises Ltd., Sriganaganagar

Launches
A new range of
SCHOOL BAGS

For all age group students

- ◆ Long Belt
- ◆ Suitably Padded
- ◆ Dark Brown, Blue & Black Colours
- ◆ Locking System
- ◆ Convenient Handle
- ◆ Separate Pockets for Tiffin or Geometry Box.

Available at : All leading Books-stores, Sriganaganagar.

THIS EVENT IS FOR AGES 18+

JOBLINC CAREER AND INFORMATION FAIR



The Hero2Hired kiosk will be on hand to assist returning military.

JobLINC
Mobile Job and Career Readiness Center
Serving Memphis Since 1990



www.memphislibrary.org

TUESDAY
July 17th, 2012
10 am - 3 pm

**Benjamin L. Hooks
Central Library
Meeting Rooms A,B,C,
& Gallery Area**

3030 Poplar Avenue
Memphis, TN 38111

For more information:
www.memphislibrary.org
or call (901) 415-2700.

This event may be recorded or photographed for use by the Memphis Public Library & Information Center for media, social media, broadcast, and/or print purposes.



VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE , New Delhi & Affiliated to Anna University, Chennai)
Erode -12

Association of Management Studies [VELMA]

&

Association of Computer Applications [COMRADE]



VELALAR CARNIVAL 2015

STUDENTS FEST...

30th January 2015

Important Dates

Apply Before : JAN 24, 2015

Intimation Date : JAN 27, 2015

Contact :9843658303,9942917500

Events

- Adzap [Advertisement]
- Brain Teasers [Quiz]
- Word Track [Word Hunt]
- Treasure Hunt
- Surprise [Spot] Events

Attractive Cash
Prizes !!!



Email : velalarcarnival@gmail.com

Practice Question:1. Escort Shoes wish to announce their annual clearance before Diwali. Prepare a suitable display advertisement.