

Advertisement

☞ An advertisement is a public notice that gives information about something — such as a product, service, job, event, property, or person — to attract people's attention. It is written in short, clear, and attractive words.

Definition : Advertisement is a short and catchy notice written to inform the public about something — like thing, service, program, person etc.

विज्ञापन एक छोटा सा आकर्षक नोटिस होता है, जो किसी वस्तु, सेवा, नौकरी, कार्यक्रम या व्यक्ति के बारे में लोगों को जानकारी देने के लिए लिखा जाता है।

Purpose of Advertisement

- To inform people (सूचना देना)
- To attract attention (ध्यान आकर्षित करना)
- To announce something (घोषणा करना)

(1) Matrimonial Advertisements-

A matrimonial advertisement is a short public notice published in a newspaper or online to find a suitable bride or groom for marriage. A matrimonial ad gives information about a boy or girl (age, education, job, family, etc.) and what kind of life partner they are looking for.

वैवाहिक विज्ञापन, विवाह के लिए उपयुक्त वर या वधू की तलाश हेतु समाचार पत्र या ऑनलाइन प्रकाशित एक संक्षिप्त सार्वजनिक सूचना होती है। वैवाहिक विज्ञापन में लड़के या लड़की (उम्र, शिक्षा, नौकरी, परिवार आदि) के बारे में जानकारी दी जाती है और यह भी बताया जाता है कि वे किस प्रकार के जीवनसाथी की तलाश में हैं।

❖ Format of Matrimonial Advertisements

BRIDE / GROOM WANTED
1. Details of the prospective bride / groom Caste, Age, Height, Beauty, Complexion, Qualifications, Financial status, Job, Income, Family background, Social Status etc.
2. Details of the desired Bride / groom Beauty, Age, Height, Education, Homely/working, Job, Income, caste, Religion etc.
3. Type of Marriage Early, Simple, Decent, Arranged/Court etc
4. Contact Address, Telephone Number, Mobile Number, E mail Address OR P.O. Box No.

- 1. भावी वर/वधू का विवरण-** जाति, आयु, ऊँचाई, सुंदरता, रंग-रूप, योग्यता, आर्थिक स्थिति, नौकरी, आय, पारिवारिक पृष्ठभूमि, सामाजिक स्थिति आदि।
- 2. वांछित वर/वधू का विवरण-** सुंदरता, आयु, ऊँचाई, शिक्षा, घरेलू/कार्यशील, नौकरी, आय, जाति, धर्म आदि।
- 3. विवाह का प्रकार-** शीघ्र, साधारण, सभ्य, व्यवस्थित/न्यायालयीन आदि।
- 4. संपर्क-** पता, टेलीफोन नंबर, मोबाइल नंबर, ईमेल पता या डाकघर बॉक्स नंबर।

Q. 1. Your parents and you are in search of a bride for your elder brother. Write an advertisement to get it published in the Matrimonial column of a newspaper in about 80 words.

Ans.

BRIDE WANTED
Alliance invited for a smart handsome cultured 24/5'6" Jain boy, permanent lecturer in a Govt. College. Joint family. Father is an SP in Jaipur. Mother is Regional General Manager in SBI in Jaipur. Uncle is an RAS in Jaipur. Aunt is an ADM in Jaipur. One brother and two cousins. Have a sprawling bungalow and cars. Looking for a really beautiful, slim and well-educated girl from status family. Write with complete biodata and a recent photograph to S.C. Jain, 58, D-Scheme, Jaipur.

Q. 2. You are Mohit/Monika living in Jaipur. You are searching a groom for your sister. Draft an advertisement for a newspaper to advertise in classified column. (2025)

Ans.

GROOM WANTED
Wanted handsome match for a beautiful Punjabi Khatri girl, 23/180, Government employee. Father Sr. Manager in PNB, Mother is a house wife. Brother runs a big showroom of garments at the Lake Road. Younger sister is pursuing her B.Tech course from Govt. B.Tech College, Udaipur. The family has a modern house with all the facilities. Caste no bar for a status and educated family. Write with complete details to Mohit/Monika Khatri, 122, Janta Colony Jaipur.

(2) Ads for Property / House for Sell-

A Property or House Sale Advertisement is a classified ad published in a newspaper or online platform to inform people that a house, flat, land, or property is available for sale or rent. It gives details about the property such as location, size, type, price, and contact information.

संपत्ति या मकान बिक्री विज्ञापन एक वर्गीकृत विज्ञापन होता है जो किसी समाचार पत्र या ऑनलाइन प्लेटफॉर्म पर प्रकाशित होता है ताकि लोगों को सूचित किया जा सके कि कोई मकान, फ्लैट, ज़मीन या संपत्ति बिक्री या किराये के लिए उपलब्ध है। इसमें संपत्ति के बारे में विस्तृत जानकारी जैसे स्थान, आकार, प्रकार, कीमत और संपर्क जानकारी दी जाती है।

❖ Format of Property / House Sell Advertisements

HOUSE/SHOP/OFFICE/SHOWROOM/FACTORY/PLOT FOR SELL
• New / Old • Location • Area and size • Facilities • Electricity and water supply • Prize expected • Schedule for visit • Contact number/Email address

Q. 3. You propose to sell your house as you are going abroad. Draft an advertisement to get it published in the PROPERTY FOR SALE column of a newspaper.

Ans.

HOUSE FOR SALE
Available for immediate sale, a beautiful single-storey house located at Shastri Nagar, Jaipur. Built-up area 200 sq. yards, 3 bedrooms, spacious drawing room, modular kitchen, car parking, and 24-hour water supply. Peaceful location and near market & school. Only genuine buyers may contact: Mr. Rohan Mehta, Mob. No. 99xxxxxx71

(3) Ads for Accommodation-

Ads for Accommodation are short classified advertisements published in newspapers or online to inform people about rooms, flats, houses, or hostels available for rent or lease. These ads help students, working people, or families find a suitable place to stay.

आवास के विज्ञापन अखबारों या ऑनलाइन प्रकाशित छोटे वर्गीकृत विज्ञापन होते हैं जो लोगों को किराए या पट्टे पर उपलब्ध कमरों, फ्लैटों, घरों या छात्रावासों के बारे में जानकारी देते हैं। ये विज्ञापन छात्रों, कामकाजी लोगों या परिवारों को रहने के लिए उपयुक्त जगह खोजने में मदद करते हैं।

❖ Format of Ads for Accommodation

ACCOMMODATION WANTED / TO LET
• House / Shop / Office etc • Location • No. of rooms and size • Facilities • Rent payable / expected • Contact Number

Q. 4. You are Sanjay. You are looking for a room on rent near your office. Draft a suitable advertisement in 90 words to be published in Hindustan Times, New Delhi.

Ans.

ACCOMMODATION WANTED
Wanted a single room on rent near my office in New Delhi. Preferably furnished with basic amenities like bed, cupboard, and fan. Safe and peaceful locality preferred. Suitable for a working professional. Immediate possession required. Please contact: Sanjay Kumar, Ph: 99xxxxxx71.

Q. 5. You have constructed a new house. You want to let out a portion of that house. Write an advertisement to be published in the 'To Let' classified column of a local newspaper.

Ans.

TO LET
A newly constructed 2BHK house available for rent at Shastri Nagar, Jaipur. Spacious rooms, modular kitchen, attached bathroom, and parking facility. Suitable for small family or working professionals. Rent negotiable. Interested persons may contact: Mr. Rajesh Sharma, Ph: 99xxxxxx71

(4) Ads for Appointments-

Ads for Appointments are classified advertisements published in newspapers or online to inform people about job vacancies and invite applications from suitable candidates. These ads provide details about the post, qualification required, experience, age, salary, and contact information.

नियुक्तियों के लिए विज्ञापन, समाचार पत्रों या ऑनलाइन प्रकाशित वर्गीकृत विज्ञापन होते हैं जो लोगों को नौकरी की रिक्तियों के बारे में सूचित करते हैं और उपयुक्त उम्मीदवारों से आवेदन आमंत्रित करते हैं। ये विज्ञापन पद, आवश्यक योग्यता, अनुभव, आयु, वेतन और संपर्क जानकारी के बारे में विस्तृत जानकारी प्रदान करते हैं।

SITUATION VACANT /. WANTED
• Name and Address of the organization • Name of post and number of vacancy • Age • M/F • Health • Essential Qualification • Experience • Salary Promised • Last Date / Interview Date & Time • Contact Address

Q. 6. You are an electric engineer in need of a job in or around Jodhpur. Write an advertisement for publication in local newspaper.

Ans.

SITUATION VACANT WANTED
Electric Engineer with 3 years' experience in installation, maintenance, and repair of electrical systems is seeking a suitable position in or around Jodhpur . Proficient in wiring, fault diagnosis, and safety compliance . Hardworking, responsible, and ready to join immediately. Interested employers may contact: Sanjay Mehta , Ph: 9876543210 , Email: sanjay.mehta@gmail.com