

Published based on [Classifieds - The Way To Advertise In Minimum Words](#)

Classifieds - The Way To Advertise In Minimum Words

Looking for a job or have a vacancy in your firm? Looking for a guy or girl you could marry? Got a house or property to sell or put on lease or even if you are in the need of one. Your daily newspaper has the solution to all of these needs and many more with multiple options too. Your answers come in the form of classifieds advertisement every day. It is a form of advertisement common in newspapers, journals, and magazines. Another medium of classified advertisements are online classifieds, the best benefit for online classifieds is that mainly, it is for free. The reason it is called classifieds is because it has advertisements classified on the basis of what they consist of, in any newspaper, one can find some classified pages advertising under categories like property, lost and found, job vacancies, hobby classes etc. Even the matrimonial pages are a form of classified advertisement. Mostly, newspapers charge for these classifieds, the charges are on the basis of the number of words you use in your ad. That is why there is a specific style of writing a classified that uses minimum words to convey maximum information.

This way one gets to know that the house being put up for rent has two bedrooms, a hall and a kitchen. It is furnished and has appropriate bathroom fixtures too. It also tells us that the house is by the sea side and the rent is negotiable.

In the last it gives a contact number, with the name of the owner of the property or the property dealer, so that they can be contacted by interested clients.

Similarly, matrimonial advertisements have a set format; caste specific advertisements are printed under the specific caste categories and mention the girl's/boy's details in brief. Like caste, age, looks, height, educational qualifications, current job profile, income circle, if it's the person's first marriage or is he/ she a divorcee etc along with any specific requirements for the prospective spouse. Even the contact number is given. Mostly the name of the girl/boy is not mentioned.

The main aim and utility of the classified pages lies in making a one stop destination for all available retail offers as far as buying and selling is concerned and to make available the information of the various marriage prospects for interested people.

As far as online classifieds are concerned they basically have six main categories or different ways to advertise. The first being a blog, blogging generally means exchanging ideas, views and concepts. Bloggers generally have certain ads being displayed in their blogs, this is called 'monetising' your blog, though blog ads are generally charged for it is still a very popular form of online advertisement.

Other than that there are many firms that host a whole classifieds site under their name. Such a site becomes an online forum for international trade and has advertisements under categories like services, community, employment, personals and for sale. Exclusive matrimonial sites have also become very popular these days, they function like any other social networking site; only an account in one of these sites is a very clear indicator that the account holder intends to get married.

Print and online classifieds together help in making the world a much smaller place and offer multiple solutions and options to a lot of day to day problems and needs.

Alex Wu operates a [classifieds](#) website that lets people advertise, build groups, and connect. He hopes to create an active environment for businesses to place their [part time jobs](#).

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