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**Great Offers! On Buying And Selling, Only  
Here At My Classified Ads**

Classified advertising is typically textually based and can consist of as little as the type of thing being sold and a telephone number to call for more information. It can also have much more detail, such as name to contact, address to contact or visit, a detailed description of the product or products ("pants and sweaters, size 10" as opposed to "clothing", "red 1996 Pontiac Grand Prix" as opposed to "automobile"). There are generally no pictures or other graphics within the advertisement, although sometimes a logo may be used. Post your ads free at [Philippine Classified Ads](#)

A hybrid of the two forms — classified display advertising — may often be found, in which categorized advertisements with larger amounts of graphical detail can be found among the text listings of a classified advertising section in a publication. Business opportunities often use classifieds to sell their services, usually employing 1-800 numbers. Classified ads are also among the tools used by many companies in recruitment for available job opportunities.

Printed classified ads are typically just a few column lines in length, and they often filled with abbreviations to save space and money.

In recent years the term "classified advertising" or "classified ads" has expanded from merely the sense of print advertisements in periodicals to include similar types of advertising on computer services, radio, and even television, particularly cable television but occasionally broadcast television as well, with the latter occurring typically very early in the morning hours.

Like most forms of printed media, the classified ad has found its way to the Internet.

Internet classified ads do not typically use per-line pricing models, so they tend to be longer. They are also more readily searchable unlike their offline brethren, tend to be local, and may foster a greater sense of urgency as a result of their daily structure and wider scope for audiences. Other companies focus mainly on their local hometown region, while others blanket urban areas by using zip codes.

Additionally, other companies provide online advertising services and tools to assist members in designing online ads using professional ad templates and then automatically distributing the finished ads to the various online ad directories as part of their service. In this sense these companies act as both an Application service provider and a Content Delivery Platform.

Delivering ads to Internet users via Web sites, e-mail, ad-supported software and Internet-enabled cellphones Also called an "ad network," Internet advertising organizations act as a middleman between the advertiser and the Web sites and software publishers that display the ads. They make a profit by selling the online campaign to the advertisers and paying the sites to distribute them. Such organizations may also provide software tools and/or ad servers that enable an organization to deliver the ads it generates itself.

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