

# HOW TO WRITE YOUR NEWSPAPER ADVERTISEMENT

## White Space

Let white space work for you.  
Don't overcrowd your ad.

An important element in newspaper ads because average page is so heavy with small type.

## Logo

Consider using a Texas A&M University Logo. Readers will recognize your ad before they even read it.

Survey results show 80% of the people reading your ad will tend to question its authenticity.



### Administrative Assistant

Texas A&M University seeking Qualified applicant to provide program support including supervision of all events and special functions, staff and budgets.

**Requires:** Bachelor's degree or equivalent and two years experience in office/project management.

Prefer: experience with database software.

**Salary:** \$26,000-28,000/hr. Excellent benefits. Starting salaries may be negotiable based on qualification & experience. Refer to Job #020987 and apply to address listed below:

Recruitment & Workforce  
Planning  
Texas A&M University  
1475 TAMU  
College Station, TX 77843-1475  
[employment@tamu.edu](mailto:employment@tamu.edu)  
An Affirmative Action/Equal  
Opportunity Employer

## Writing the Body

Include required information

**Headline-** Your headline /or lead sentence is the most important part of the ad.

**Ad must mirror the NOV-**

- Job title
- Job duties
- Minimum requirements
- Salary with required statement: **Starting salaries may be negotiable based on qualifications and experience.**
- If Security Sensitive, include required statement: **SECURITY SENSITIVE POSITION; employment is contingent upon background check with the Texas Department of Public Safety.**
- Link to web page

## Grammar

Should Be Easy to Read

When your ad is perfect, go back and cross out all the words that can be eliminated without detracting from the ad.

- Use Simple Words.
- Short sentences (no more than 8 words per sentence).
- Be Direct and to the Point.

You can throw the teachings of your English teacher out.  
Personalize. Be Specific.

## Required Statements

Make it EXTREMELY easy to contact you. Tell them, Where, Who, and How. **To apply refer to Job # (NOV number) and apply at the office listed below.**

**Recruitment & Workforce Planning  
Texas A&M University  
1475 TAMU**

**College Station, TX 77843-1475**

**[employment@tamu.edu](mailto:employment@tamu.edu)**

**An Affirmative Action/Equal Opportunity Employer Committed to Diversity**



..for future reference