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
1255 TAMU
College Station, TX 77843-1475
jobpath@tamu.edu
The Texas A&M System is an Equal Opportunity/Affirmative Action/Veterans/Disability Employer committed to diversity.

Writing the Body
Include required information

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

Ad must mirror the Posting-
• 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 Posting # and apply at the office listed below.
Recruitment & Workforce Planning
Texas A&M University
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File...
...for future reference

Revised 04/04/14