**Advert Writing Rules**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Job title** | **Listing text** | **Display** | **Restricted JBE?** | **Keywords - Job Title** | **How long?** | **Salary** |
| |  | | --- | | http://www.candidatesource.uk.com/wp-content/uploads/2016/05/cv-library-1.png | | Short | Clipart - Red <strong>Cross</strong> | Relevancy | JT / Salary / Postcode | Max 5 times | First 50 words are key |  |
| |  | | --- | | http://www.candidatesource.uk.com/wp-content/uploads/2016/05/jobsite-300x116-1.png | | Short USP | Clipart - Red <strong>Cross</strong> | Relevancy | Sector / JT | Scattered evenly | 5/6 Bullet points & paragraphs | 68% more likely to respond |
| |  | | --- | | http://www.candidatesource.uk.com/wp-content/uploads/2016/05/reed-300x116-1.png | | USP | Clipart - Red <strong>Cross</strong> | Relevancy, then date | Clipart - Red <strong>Cross</strong> | Within first paragraph | 300 words | 20% more applications |
| |  | | --- | | http://www.candidatesource.uk.com/wp-content/uploads/2016/05/totalJobs-300x78-1.jpg | | Short | Your truth or my truth? What makes you <strong>right</strong> | Humanware Works | Relevancy | Clipart - Red <strong>Cross</strong> | Minimum 5 times | 2/3 of a A4 side |  |

