**Advert Writing Rules**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Job title** | **Listing text**  | **Display**  | **Restricted JBE?** | **Keywords - Job Title** | **How long?**  |  **Salary** |
|

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| 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 |  |
|

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| 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 |
|

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| 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 |
|

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| 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 |  |

