**Sample Print Advertisements**

When placing print advertisements consider the following best practice tips.

**Simple Print Ad**

The simple ad is one that redirects the reader to the WSUjobs.com site or to the hiring department for further information (such as the ad to the right). You can request that these ads be placed in a designated section of the classifieds. For example, this ad should be sent with directions to place it under the “Fiscal/Financial Positions” so it will be placed with similar ads. If you do not designate this the newspaper will determine where to place it.

(An ad similar to the one on the right was placed in the Saturday print edition of the [Spokesman-Review](http://www.spokesmanjobs.com/) w/online advertising that specified the closing date of the position. The cost of the print + online ad was around **$430**)

**Detailed Print Ad**

Longer column ads such as the classified one to the left allow for more information. These ads can also be placed as display ads instead of classified ads. Display ads are commonly used in the [Chronicle of Higher Education](https://careers.chronicle.com/) to provide more visibility and better means of presenting larger amounts of text. Such ads will also frequently include information about the university, community or department.

(An ad similar to the one on the left was placed as a classified ad in the Sunday print edition of the [Spokesman-Review](http://www.spokesmanjobs.com/) and online through the position close date. The cost of the print + online ad was around **$600**. The same ad also ran in the Sunday print edition of the [Daily News](http://dnews.com/) for **$155** and [Lewiston Morning Tribune](http://lmtribune.com/) for **$185**)

**Ways to Save on Print Ads**

* Reduce the number of words in the ad. Provide the reader with the only the “need to know” information. All of the details should be available at the Apply URL listed in the ad.
* Abbreviate where applicable “Washington State University” to “WSU”

**Do Not Forget!**

* Position Close Date
* Position Title & Location
* “WSU is an EO/AA educator/employer.” (or similar language)
* Apply URL ([www.WSUjobs.com](http://www.WSUjobs.com) or the direct link)
* Make sure the position is active on WSUjobs.com before placing the print ad. (Failure to do so results in applicants trying to search for a position that is unavailable.)

**Print Ad Language Suggestions:**

**Sample 1**: **Position Title** needed with **Department Name** at Washington State University in **Position Location**. Apply now at [www.WSUjobs.com](http://www.WSUjobs.com). The online application process must be completed by **XX/XX/XXXX.** WSU is an EO/AA educator and employer. (33 words)

**Sample 2**: **Department Name** seeks a **Position Title** at Washington State University in **Position Location.** Apply at [www.WSUjobs.com](http://www.WSUjobs.com) before **XX/XX/XXXX.** WSU is an EO/AA educator and employer. (25 words)

**Sample 3**: Currently accepting applications for **Position Title**, **Department Name** at Washington State University in **Position Location**. For full position details and to apply online visit [www.WSUjobs.com](http://www.WSUjobs.com) before **XX/XX/XXXX.** WSU is an EO/AA educator and employer. (34 words)

**Sample 4**: WSU seeks a **Position Title** to perform **specific duties listed here** duties in support of **Department Name**. This is a full-time position located in **Position Location**. **Salary Commensurate with experience**. Application instructions can be found at [www.WSUjobs.com](http://www.WSUjobs.com). The online application process must be completed by **XX/XX/XXXX.** WSU is an EO/AA educator and employer. (53 words)

**Sample 5**: **Department Name** is recruiting for a **Position Tittle** to assist in **position details**. To view position qualifications and to apply, visit [www.WSUjobs.com](http://www.WSUjobs.com). Applications must be received by **XX/XX/XXXX.** WSU is an EO/AA educator and employer. (35 words)

**A list of contracted newspapers can be found at the site below:** [purchasing.wsu.edu/contractedadvertisingvendors.html](http://purchasing.wsu.edu/contractedadvertisingvendors.html)

WSU has contracts for classified advertisements with the newspapers at the above website. In order to receive the contract rate, we need to place orders with the WSU contract representatives. This is especially important for the larger papers like the Seattle Times and the Spokesman Review.

**Additional Examples| Before & After:**

The examples below were created for training purposes and do not reflect the work of any specific departments or positions at Washington State University.

**Before**

**Program Coordinator:** This position assists in coordinating the development, implementation and administration of program eligibility and initiatives to uphold institutional control pertaining to program compliance. Coordinates the undergraduate petitions program for academic calendar deadlines. Position requires high school graduation or equivalent and two years of related experience working with records and/or customer service environment. For a full description of position requirements and to apply, visit www.wsujobs.com . WSU is an EO/AA Educator and Employer.

(74 words)

The above ad is missing information about the where the **position is located**, **the position close date and the hiring department**. The ad also contains a lot of details that the jobseeker will see on the full position details when they visit WSUjobs.com. For print ads it is best to provide the “need to know” information and direct the jobseeker to the website for full details.

**After**

Washington State University - Office of Programs is recruiting for a full-time **Program Coordinator** in Pullman, WA to assist in coordinating the development, implementation and administration of program eligibility and initiatives to uphold institutional control pertaining to program compliance. To view position qualifications and to apply, visit [www.wsujobs.com](http://www.wsujobs.com). Applications must be received by **Month Day, 2015**. WSU is an EO/AA educator and employer.

(63 words)

**Before:**

WSU is seeking motivated and qualified candidates for a Student Services Manager position. This staff member will be responsible for the management and leadership of the Washington Services Communications Center. This position has primary responsibility for the day-to-day management of all aspects of the Communication Center’s operations including but not limited to staffing, scheduling, staff training, and customer services direction and quality control.

If you have a passion for working with students and helping people, we welcome your application. Please apply online through the WSU Human Resource Services website, [www.wsujobs.com](http://www.wsujobs.com). The position will be open until **Month Day, 2015.**

(99 words)

The above ad is missing the **EO/AA statement** and **position location**. Other than that the ad is fine the way it is however the cost of the ad will be quite significant based on the number of words/lines of print. Below you will see a revised ad that has a reduced number of words and includes the missing pieces.

**After:**

WSU seeks motivated and qualified individuals for a full-time Student Services Manager position in Pullman, WA. The successful incumbent will be responsible for the management and leadership of the Washington Services Communications Center. If you have a passion for working with students and helping people, we invite you to submit an application. To view position qualifications and to apply, visit [www.wsujobs.com](http://www.wsujobs.com). Applications must be received by **Month Day, 2015**. WSU is an EO/AA educator and employer.

(76 words)