

# Classifieds Checklist

*Use this checklist to create a great ad!*



Section	Job Ads	For Sale Ads
<b>Title (10 words)</b>	Keep it short, use keywords that are relevant to the job or business	
<b>Ad Details: (up to 500 words)</b>	A good Job Ad includes: <ul style="list-style-type: none"><li>• Business Background</li><li>• Position Description</li><li>• Selection Criteria</li><li>• Employment Conditions</li><li>• Documentation Required</li></ul>	A good For Sale Ad includes: <ul style="list-style-type: none"><li>• Opening Description</li><li>• Business Background</li><li>• Item Description, if an asset</li><li>• Any other relevant information useful to a potential buyer</li></ul>
<b>Price \$ (optional)</b>	List the salary or salary range offered for the position	List the price being asked for the business or item for sale
<b>Location</b>	Provide a specific location using the 'Suburb, State' format. You can list as 'NSW' or 'Australia' if the job or business is not location specific.	
<b>Photos: Max file size is 2MB</b>	Advertisements include a photo gallery which will display up to five photos. Restrictions within the program mean your images will be best viewed as follows: <ul style="list-style-type: none"><li>• Use landscape images that are 1200 x 800 pixels where possible (images that are smaller will appear blurry and/or distorted)</li><li>• It is recommended to use two images, as the program will duplicate the image if only one photo is uploaded. There is a link to free stock photos <a href="#">here</a> (also on the right hand side of the online form)</li></ul> Try a free online photo editor like <a href="http://pixlr.com">pixlr.com</a> to resize your images.	

## Other Useful Information:

- Payment is required on submission of your classified. Make sure you have a credit card or your Paypal login on hand. If you opt to pay by bank transfer, an email with instructions on how to pay will be sent to your registered email address.
- All communication is sent by [info@thelatzreport.com.au](mailto:info@thelatzreport.com.au), please make sure this address is not blocked by your spam filters so you can be contacted by people enquiring about your classified, as well as other administrative notices regarding your account.

**i** You can draft your ad details in Word and copy/paste it in!