Advertising, regardless of size, complexity of messages or use of colour, can work to present a consistent and powerful brand identity. This section demonstrates templates for display and classified advertising.
An example of a colour display advertisement.

This section provides examples which show specific requirements for display advertising.

In all instances contact the Marketing and Communications Office.

Note that staff recruitment classifieds must be approved by Flinders Human Resources Division.

Figure 1: Colour display advertisement—20x4 (at 80%)
7.0 Advertising
7.2 Display advertising—20x4—text only

An example of a colour display advertisement.

In all instances contact the Marketing and Communications Office.

Figure 1: Colour display advertisement—20x4—text only (at 80%)
Examples of colour display advertisements.

In all instances contact the Marketing and Communications Office.

Figure 1: Colour display advertisement—10x7 (at 45%)

Figure 2: Colour display advertisement—10x7—text only (at 45%)
An example of a colour recruitment advertisement.

Background colour is the burnished gold as referred to in sub-section 3.2 Burnished gold.

For all staff recruitment advertising, contact Human Resources Division.

**Figure 1: Recruitment advertisement—20x4—colour (at 80%)**

---

Full details including how to apply on-line can be found at our Jobs@Flinders website: www.flinders.edu.au/employment
7.0 Advertising

7.5 Recruitment advertisements—20x4—mono

An example of a mono recruitment advertisement.

For all staff recruitment advertising, contact Human Resources Division.

Headline Longer
Ref 12345 The Postdoctoral Research Fellow will be required to assist the Professor of Nursing in developing the Primary Health Care research program of the School.
- School of Nursing & Midwifery
- Available for five years on a full-time basis
- Salary (Level B): $71,468 to $84,866 pa
- Plus 17% employer superannuation
- Applications close: 11.00 am Wednesday, 9 June 2010

Figure 1: Recruitment advertisement—20x4—mono (at 80%)
Examples of colour recruitment advertisements.

In Figure 1, background colour is the burnished gold as referred to in sub-section 3.2 Burnished gold.

For all staff recruitment advertising, contact Human Resources Division.

---

**Headline Longer For Testing**

**Subheadline (n positions)**

Ref 12345 The Postdoctoral Research Fellow will be required to assist the Professor of Nursing in developing the Primary Health Care research program of the School.

- School of Nursing & Midwifery
- Available for five years on a full-time basis
- Salary (Level B): $71,468 to $84,866 pa
  
- Level C: $91,468 to $104,866 pa
- Plus 17% employer superannuation
- Applications close: 11:00 am Wednesday, 9 June 2010

Full details including how to apply on-line can be found at our Jobs@Flinders website: www.flinders.edu.au/employment

---

www.flinders.edu.au
Equal Opportunity is University Policy
CRICOS Provider Number: 00114 A

---

**Figure 1: Recruitment advertisement—10x3—burnished gold**

---

**Headline Longer For Testing**

**Subheadline (n positions)**

Ref 12345 The Postdoctoral Research Fellow will be required to assist the Professor of Nursing in developing the Primary Health Care research program of the School.

- School of Nursing & Midwifery
- Available for five years on a full-time basis
- Salary (Level B): $71,468 to $84,866 pa
  
- Level C: $91,468 to $104,866 pa
- Plus 17% employer superannuation
- Applications close: 11:00 am Wednesday, 9 June 2010

Full details including how to apply on-line can be found at our Jobs@Flinders website: www.flinders.edu.au/employment

---

www.flinders.edu.au
Equal Opportunity is University Policy
CRICOS Provider Number: 00114 A

---

**Figure 2: Recruitment advertisement—10x3—white**
An example of a mono recruitment advertisement.

For all staff recruitment advertising, contact Human Resources Division.

Figure 1: Recruitment advertisement—10x3—mono