

State of Vermont
Advertising Style Guide
(Newspapers not part of Coordinated Advertising Program)

The State of Vermont has a Coordinated Employment Advertising Program. This program consolidates ads from individual departments into a single State of Vermont employment ad which is placed in the Burlington Free Press (Sunday and Business Monday) and the Times Argus/Rutland Herald (Sunday). The goal of the program is to create a “brand” identity for the State of Vermont that will more effectively attract well-qualified candidates for employment, as well as achieve statewide costs savings by pooling advertising resources. By his memo of 3/26/07 Secretary of Administration Michael Smith has indicated that all agencies and departments are expected to use the Coordinated Advertising Program.

Agencies and departments may also find it effective to advertise in regional/local newspapers that are not part of the Coordinated Advertising Program. The State’s Standard Ad template and graphic standards will be used when placing ads in these papers. To this end the State of Vermont’s Display Classified Ad template is available at the following newspapers.

Addison Independent
Bennington Banner
Brattleboro Reformer
Caledonian Record
Newport Daily
St. Albans Messenger
Seven Days
Valley News

Two and three column versions, in color and black and white are available. The templates are scaleable in length meaning they can be adjusted depending on the amount of ad copy (e.g., 3 column by 3 inch or 3 column by 4 inch, etc.) in order to meet most every advertising need. Note: Some of the papers do not offer color – Addison Independent, Bennington Banner, Brattleboro Reformer, and Newport Daily.

Placing a Classified Ad

In order to place an ad in one of the listed papers, you must call the paper's classified department and:

- Indicate that you need to use the "State of Vermont Display Classified Ad Template".
- Indicate whether you want the color or black and white version of the template. The color version is preferred (some of the papers do not offer color – Addison Independent, Bennington Banner, Brattleboro Reformer, and Newport Daily).
- Always ask if there is a non profit rate available for employment ads. A lot of papers do offer a special rate and the representative might not realize the State of Vermont is non profit.
- Forward the ad copy (see Standards for Ad Copy below).
- The paper will layout your ad copy using the template and graphic standards (which they will have) and provide you with a proof for approval.

Standards for Ad Copy

Heading

The heading should be centered and should include the job title and agency/department.

Ad Body

(1) Lead Sentence. Lead in with an active, strong sentence that will communicate, from the applicant's point of view, either how the employee will contribute to the organization or what they are likely to gain from taking the job.

(2) Brief Job Description. This should not be the dry language from the job specification. It should be a plain language description that will let the potential applicant recognize what the job is about and its basic functions.

(3) Who are you looking for? There is no need to list the minimum qualifications verbatim, rather you should answer the question: "Who are you looking for?" This might be an abbreviated statement of the minimum qualifications, preferred qualifications or specific skills desired.

(4) Position Information. The following position information should be included.

- Location. Indicate the position's worksite.
- Status. Indicate the position's status (full or part-time, and if exempt or temporary please note that).
- Application Deadline. Indicate the application deadline or "Open until filled"

The preferred format is as follows (in italic):

Montpelier – Full-Time. Application Deadline: xx/xx/xx

Waterbury – Exempt, Full-Time. Open until filled.

Contact Information/EEO Statement

The following are the standard contact information paragraphs and EEO statement. These should all be in italic font.

(1) For classified jobs, or instances where for an exempt job applicants use the online job application.

The State of Vermont offers an excellent total compensation package. To apply, use the online job application at www.vtstatejobs.info or contact the Department of Human Resources Division, Recruitment Services at (800) 640-1657 (voice) or 800-253-0191 (TTY/Relay Service).

The State of Vermont is an Equal Opportunity Employer.

(2) For exempt jobs where candidates are to apply directly by resume to the hiring authority.

The State of Vermont offers an excellent total compensation package. To apply, submit resume and cover letter directly to Jane Manager, Address [recommend add phone contact and email address].

The State of Vermont is an Equal Opportunity Employer.

(3) For temporary jobs where applicants use the online job application (note the statement about the “excellent total compensation package” is not included because temporary employees do not qualify for these benefits).

To apply, use the online job application at www.vtstatejobs.info or contact the Department of Human Resources, Recruitment Services Division at (800) 640-1657.

The State of Vermont is an Equal Opportunity.

(4) For temporary jobs where candidates are to apply directly by resume to the hiring authority.

To apply, submit resume directly to Jane Manager, Address [recommend add phone contact or email address].

The State of Vermont is an Equal Opportunity Employer.

Here is an example of ad copy:

INFORMATION TECHNOLOGY SPECIALIST I
Agency of Transportation

We are seeking a qualified and motivated professional to join our PC support team. Responsibilities include working as part of a four person help desk team that supports 1,300 users at multiples sites. You must have effective organizational and communications skills, and knowledge of microcomputer operation and software installation. Prefer Microsoft operating system and Microsoft Office product experience. Major work will be performed at the Montpelier headquarters; however, remote site visits may occur. *Montpelier – Full-Time. Open until filled.*

The State of Vermont offers an excellent total compensation package. To apply, use the online job application at www.vtstatejobs.info or contact the Department of Human Resources, Recruitment Services Division at (800) 640-1657 (voice) or 800-253-0191 (TTY/Relay Service).

The State of Vermont is an Equal Opportunity Employer.

State of Vermont Display Classified Ad Template (with Graphic Standards)

The State of **Vermont**
For the people... the place... the possibilities.

JOB TITLE JOB TITLE JOB TITLE
Department or Agency

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www.vtstatejobs.info  **VERMONT**

PALATINO BLACK - CENTERED

PALATINO BOLD - CENTERED

PALATINO ROMAN
 JUSTIFIED

PALATINO ITALIC
 FLUSH LEFT

MINIMUM LOGO SIZE: 1 INCH (72 PIXELS)

FMS 356
 VERMONT GREEN

C:95 R:0
 M:8 G:121
 Y:93 B:52
 K:27

HEXADECIMAL VALUES: #006633

Here are examples of the templates.

Two Column Template (color)

The State of Vermont
For the people... the place... the possibilities.

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Department or Agency

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www.vtstatejobs.info



Three Column Template (color)

The State of Vermont
For the people... the place... the possibilities.

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Department or Agency

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www.vtstatejobs.info



Two Column Template (B/W)

The State of Vermont
For the people... the place... the possibilities.

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Department or Agency

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EOE statement EOE statement EOE statement.

www.vtstatejobs.info



Three Column Template (B/W)

The State of Vermont
For the people... the place... the possibilities.

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Department or Agency

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