Using capitalized words the right way

In English, we use capitals in the following situations:

- At the beginning of a sentence.
- For proper names (Deborah Brody lives in Maryland)
- For titles (President Barack Obama)

We do not use capitals as a way to emphasize words, or make them prominent. For that purpose, we might underline, italicize or bold the word in question.

All caps as in NO WAY AM I GOING OUTSIDE TODAY is generally used to denote excitement, anger or "shouting."

However, I see words being capitalized that don't need to be, all the time.

Notice this help wanted ad from Craigslist (words underlined for emphasis by me):

> *Our Firm has an immediate open for two Writers/Proofreaders*
> *We are very flexible:*
> *You can work as contractors, Part Timers or Freelancers*
> *You can work from your house/office or/and our office*
> *You must have experience writing for Finance, Tax, Accounting, and Insurance businesses*
> *You must have experience in Marketing, Advertising and Sale*
> *You must be available to start next week*
> *You must include your desired pay (per page and/or per hour) in your email or cover letter*

This is a help-wanted ad for a proofreader! I am not sure the ad is intended to be a test or if it is showing (unwittingly) a desperate need for a proofreader.