

Chronicle Careers

The most powerful recruitment tool
to reach the best in academe



No one covers careers like The Chronicle of Higher Education

What is most important when you are looking to hire?

How reputable is your recruitment-advertising service and how broadly does it reach the qualified candidates you seek?

How great is the return on your investment?

Only one publication in higher education can fully answer all your recruitment questions: The Chronicle of Higher Education.

For more than 40 years, The Chronicle has served as the essential source for news, information, and jobs in academe:

- Each week The Chronicle is read by more college and university faculty members and administrators than any other newspaper.
- Each day our Web site, Chronicle.com, attracts more visitors than any other higher-education site.
- Chronicle Careers is the largest, best-established recruitment-advertising platform in higher education in print and online. It's your direct link to the top professionals who can help shape your institution's future.

Chronicle Careers is the Most Effective Recruiting Service in Academe

No other publication delivers a higher return on your recruitment investment—in job responses, Web-site traffic, brand recognition, and more. That's why so many institutions choose The Chronicle to secure the talent they need.

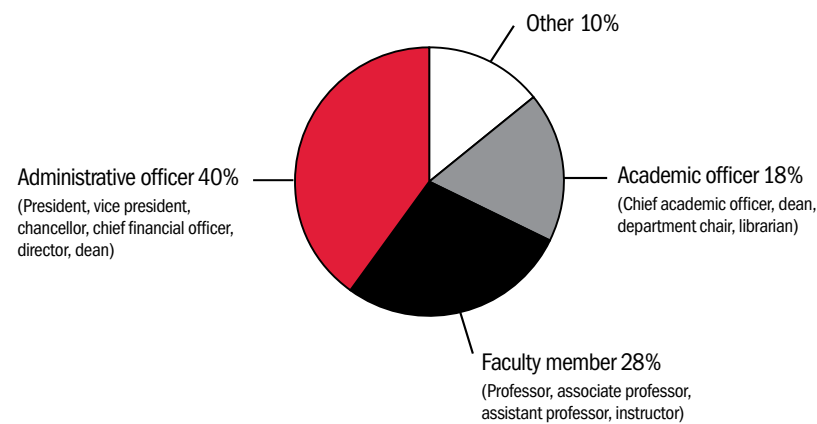
Meet Your Talent Pool— Our Readers

The wider the recruitment net, the greater your chances of landing the perfect hire. And when it comes to casting for qualified candidates, no one in higher education reaches a larger print and online audience than The Chronicle. Just look at the numbers:

The Chronicle of Higher Education

- Over 76,000 paid subscribers
- Nearly 325,000 total readers weekly
- Subscribers spend an average of 69 minutes reading each print issue of The Chronicle
- 90% of subscribers read our Jobs section

The Chronicle Reader Profile



Stretch Your Recruitment Dollars with Our Bonus Distribution

The Chronicle expands the reach of your advertising through bonus distribution. Hundreds of professional associations request that we send our latest issue—containing your ads—to their meetings. And event planners say their attendees love getting The Chronicle.

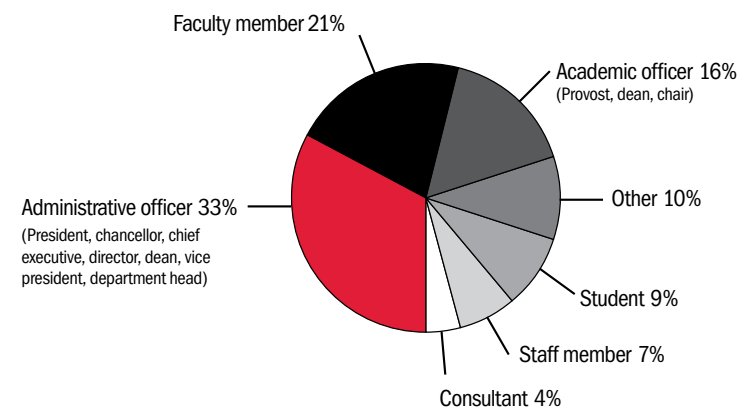
Conferences Include:

- Modern Language Associate (MLA)
- American Association of Community Colleges (AACC)
- National Association of International Educators (NAFSA)
- Educause, and more...

Chronicle.com

- 1.2 million unique visitors monthly
- 2.5 million site visits monthly
- 17.3 million page views monthly
- 77 minutes—average time registered subscribers spend on Chronicle.com per week.

Chronicle.com User Profile



The Chronicle far surpasses every other higher-education publication, whether in print or online, in total readership. Our Web site attracts more visitors than all other academic news and job sites. The Chronicle also has site licenses at more than 900 institutions—further extending our reach on campuses across the nation.

You can be assured that your job announcement in The Chronicle will be seen by the largest and most diverse audience in academe.

The power of print and online— connecting you with the perfect hire

When you need to fill an opening quickly, there's no more efficient recruitment tool than Chronicle Careers.

- Each year, more than 25,000 job openings are placed—a testament to how many institutions rely on the power of The Chronicle for successful recruiting.
- Job seekers depend on The Chronicle for more than just the latest listings, but for exclusive job-market news and career advice, published every week in print and every day online.
- Our readers take advantage of an array of interactive resources on Chronicle.com/jobs, from public forums to portfolio-management tools that make it easier for the right candidate to answer your call.

Broadcast Your Announcement and Guarantee Maximum Impact

Both in print and online, Chronicle Careers is the best way to immediately get the news of your opening to the broadest, most diverse audience of both active and passive job seekers in higher education.

Print Advertising

Reach the 325,000 highly qualified readers of The Chronicle in print each week.

Boxed Ads 1

- Use logos and graphics to make your job announcement stand out.
- Draw attention to your ad through the use of color.
- Maximize your exposure and effectively establish your identity.
- Grouped by job function, boxed ads receive preferred placement and are easy for readers to locate.
- All announcements in the print edition run online at Chronicle.com/jobs **free** for 30 days.

Line Ads 2

- Appear in alphabetical order by keyword at the bottom of the Careers pages.
- Line ads are posted **free** for 30 days on Chronicle.com/jobs.

THE CHRONICLE OF HIGHER EDUCATION
Multiple Positions C7



College of Education
University of Hawaii 'at Manoa
"Preparing educators to contribute to a just and democratic society"

Does working in a unique educational setting appeal to you? Why not join the College of Education faculty at the University of Hawaii 'at Manoa. We have openings for assistant professor positions in various areas. The University of Hawaii 'at Manoa is the nation's only land, sea, and space grant institution and has a Carnegie classification of Research Very High with an outstanding record of scholarly productivity. The College of Education is home to nine different departments and houses two major research centers that bring in more than \$20 million annually. In addition to campus-based programs, the College serves students on all the Hawaiian Islands as well as students across the Pacific. There are exciting opportunities to work with diverse populations. Please visit our Web site or the UI system Web site for more detailed information on these positions and instructions for application.

Assistant Professor Positions
Counselor Education - Rehabilitation (82778)
Curriculum Studies (82257)
Foreign Language Education (82906)
Health and Wellness Education (85796)
Mathematics Education (82287)
Reading Education (82284)
Special Education (82223)

www.hawaii.edu/coe
<http://workath.hawaii.edu>

Equal Opportunity, Affirmative Action Institution



Teach tomorrow's healthcare professionals.
Find an exciting future as an educator at Palmer College of Chiropractic

As the first and most widely recognized chiropractic college in the world, Palmer College of Chiropractic has played a key role in defining the chiropractic profession for more than 100 years.

Our progressive educational curriculum includes a focus on the life sciences and is supported by a world-renowned chiropractic research program. Rewarding faculty, staff and administrative positions are open on our three campuses. Additionally, we offer competitive salaries and benefits, opportunity for advancement and unlimited personal satisfaction.

To begin a new chapter in your career as a life sciences educator, visit www.palmer.edu/teach.

Because Palmer is Chiropractic



EEO/Affirmative Action H/V Employer



Campuses in: Davenport, Iowa • San Jose, California • Port Orange, Florida

The Nightingale-Barnford School

DIRECTOR College Counseling
Fall 2008

One of the country's leading independent schools for girls seeks a dynamic and experienced Director of College Counseling to lead all aspects of the college counseling program in an upper-school division of 180 students. Located on Massachusetts Upper East Side, Nightingale is committed to educating the minds and hearts of its students in a challenging, vibrant community that prides academic excellence.

The Director of College Counseling reports to the Head of School and is part of the senior administrative team. The position calls for an insightful educator who can work effectively with students, parents, faculty, and college admission officers and who will be a strong representative of Nightingale with both internal and external audiences. Working closely with the associate director, the director is responsible for guiding students and their parents through the entire college selection, application, and admission process, keeping the student at the center of the decision-making.

Successful experience in college counseling at the high school level or in undergraduate admissions at a highly selective college or university required.

Send a cover letter, resume, and three references by June 18, 2008 to:

Liz Nagel
Assistant to the Head of School:
lnagel@nightingale.org

The Nightingale-Barnford School is an Equal Opportunity Employer and does not discriminate on the basis of race, gender, or ethnicity in its employment.



Engineering

The University of Nevada, Las Vegas College of Engineering is currently recruiting for the position of Professor of Electrical and Computer Engineering in the area of Transportation Engineering. Review of applications will begin immediately.

For a complete position description visit <http://jobs.unlv.edu> or call 702.495.2900 for recruitment assistance.

EEO/AA Employer



PHYSICS INSTRUCTOR

Flathead Valley Community College seeks applicants for the Physics Instructor (interim) (25210 - 501) job. A competitive benefits package. To begin fall 2008. Instruction and information at www.fvcc.edu or 406.256.3024.

Evening classes 12/08 - 4/09



The University of Maine
The Maine Business School
Reopening

Assistant/Associate Professor of Human Resources

A review of applications begins immediately and continues until filled.

For position details see:
<http://www.umaine.edu/ex/jobs/faculty.htm>
The University of Maine is an EEO/AA Employer

Fill two tenure-track faculty positions. The candidate must have a doctoral degree in the areas of economics, finance, management and MIS. For full consideration, applicants should submit cover letter, curriculum vitae, personal statement and three letters of recommendation until the positions are filled. All application materials must be sent electronically to: Miss Shuljahn at shuljahn@wvu.edu.

Civil Engineering Assistant/Associate Professor of Civil Engineering, West Virginia University Institute of Technology, Assistant/Associate Professor, tenure-track faculty position. Both a Ph.D. and a M.S. degree in Civil Engineering or a closely related field are required. All Post-Doctorate candidates will be considered if the document will be awarded within one year of employment. Preference will be given to those whose specialization is either water resources or environmental engineering. Commitment to undergraduate engineering teaching excellence and continuing professional development is required. The successful candidate must be able to engage in student-centered research. Good written and oral communication skills are essential. Industrial experience is highly desirable and professional registration will be expected within two years of initial employment. Responsibilities: The successful candidate must be able to teach a variety of undergraduate courses (fined in civil engineering, with an emphasis in environmental and water resources, as assigned by the department chair. Such courses could include hydrology, sanitary engineering, advanced hydraulics, advanced sanitary engineering, and solid waste management. The normal working load each semester is three courses and one lab. Release time is available to tenure-track faculty who have external funding. Other auxiliary duties are expected that are associated with a faculty position in an ABET accredited engineering program. Salary: Commensurate with qualifications. Effective August 16, 2008. Review of applications will begin upon receipt of applications and will continue until the position is filled. Interested individuals are requested to send electronically (preferred) a letter of application, curriculum vitae, personal statement and

Online Advertising

Our new suite of online products places your job listings prominently within and beyond our popular jobs pages on Chronicle.com.

Standard Web-Only Ad

Our newly designed job postings are easily searchable and prominently feature your institution's Employer Profile as well as links to other jobs you have posted on our site.

New Products to Enhance Your Posting

Sponsored Job Listing

Place your position opening at the top of search-result pages—ensuring your ad is the first one seen in relevant job searches.

Top Job

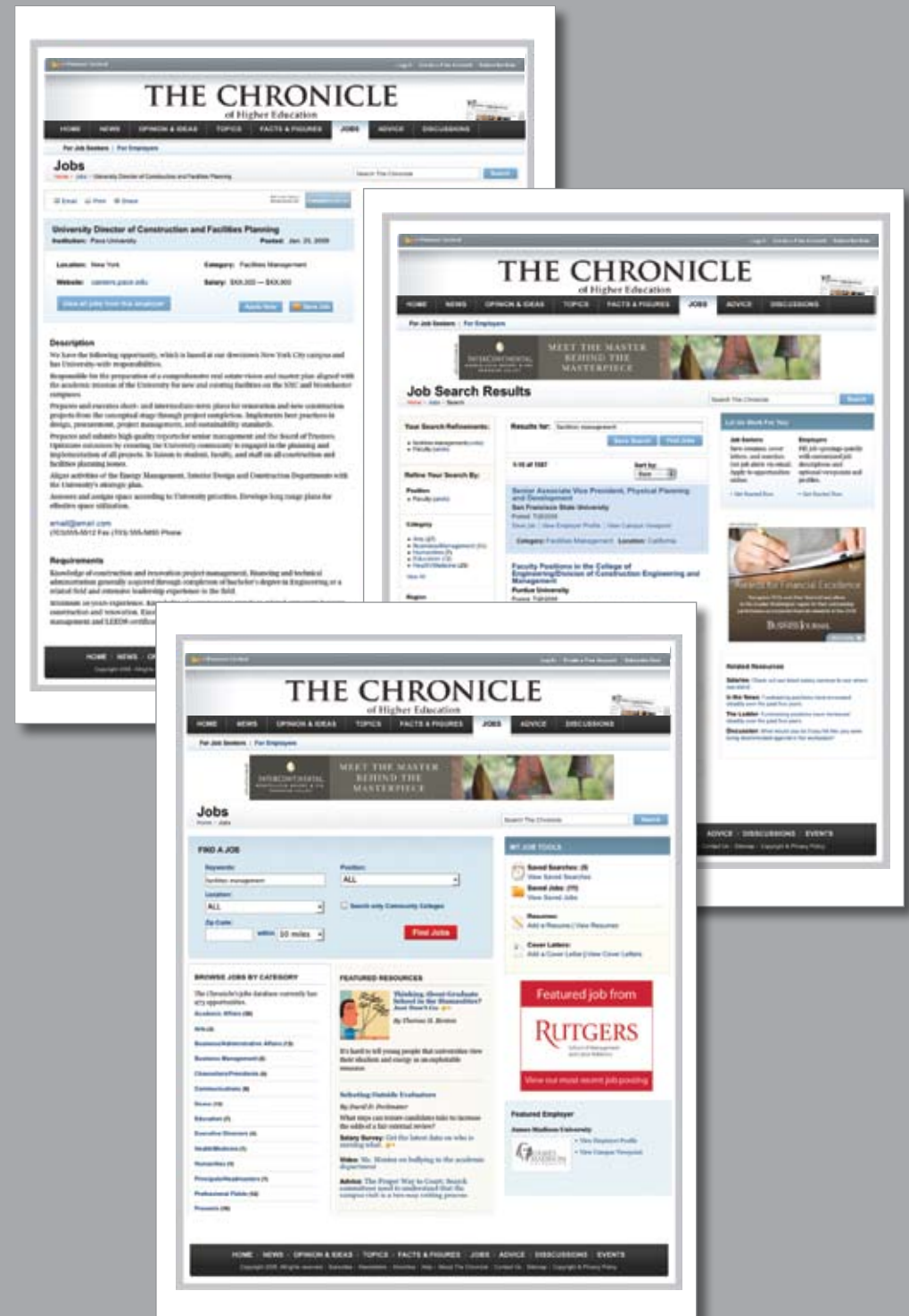
Your job listing is highlighted in our new Job Center that appears on the Chronicle.com home page and on editorial section fronts. Expand your reach beyond the jobs pages to capture the attention of passive job seekers.

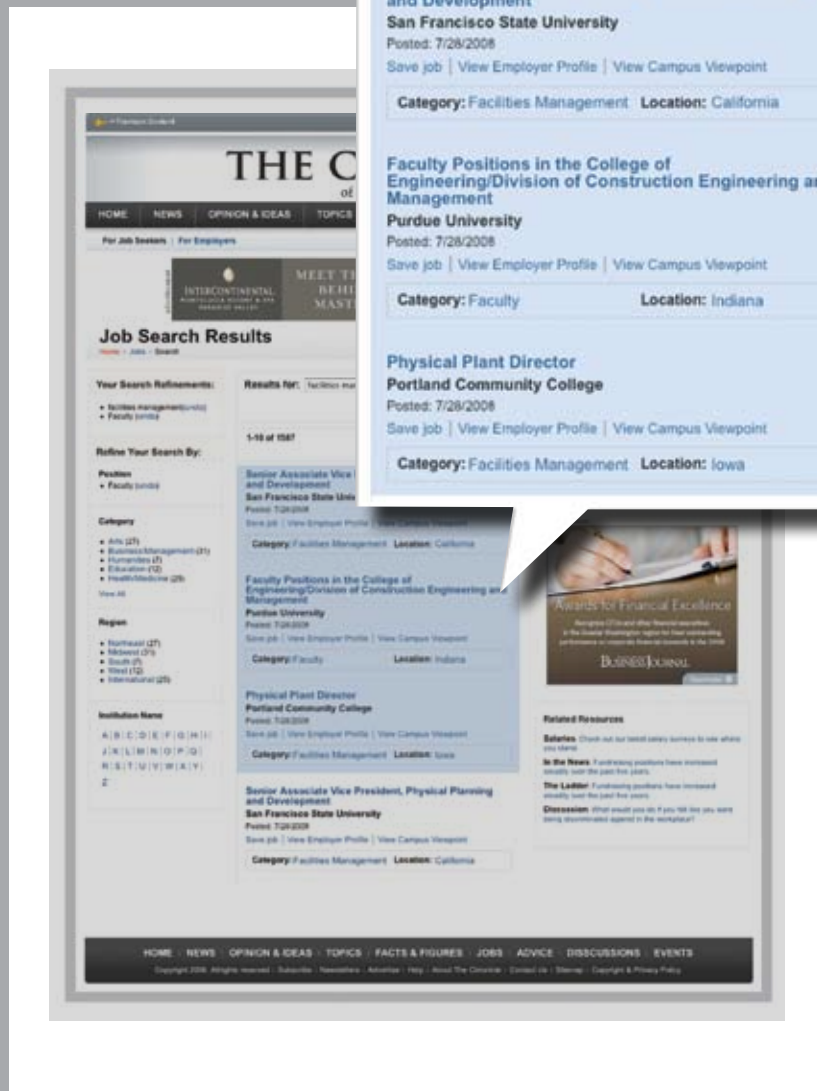
Featured Job (Banner Ad)

A large banner ad displays your institution's logo and name and links to your most recent job listing. Banner ads ensure brand recognition and help to make your institution an employer of choice.

Featured Employer

Prominently featured on our jobs home page, your institution's logo appears with links to your Campus Viewpoint and Employer Profile pages to increase awareness of your institution as an employer of choice.





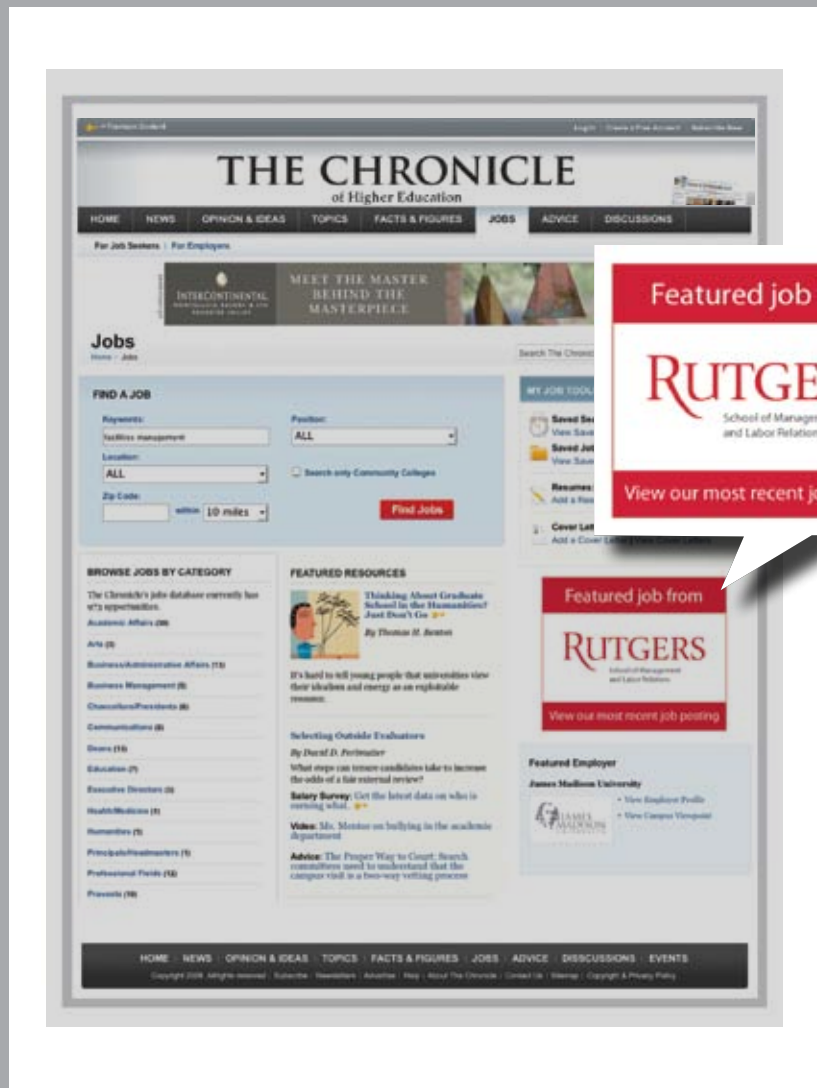
Sponsored Job Listing

Sponsored job listings appear at the top of the search-page results within a shaded box to distinguish them from other job listings. With a sponsored job listing your ad is the first one seen in relevant job searches and the first to attract the attention of your perfect hire.



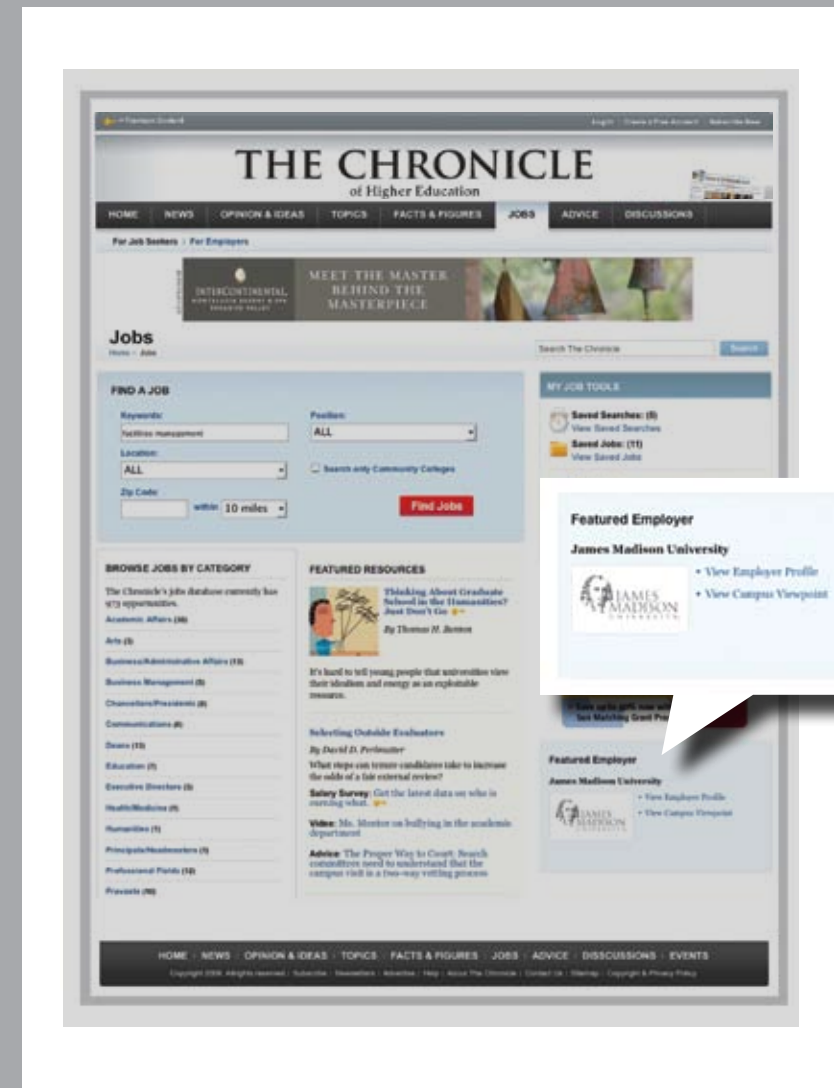
Top Job

Top Job listings appear within the "Job Center" module on the home page of Chronicle.com and on other editorial section fronts. With a Top Job, you can expand your reach into our award-winning editorial content to capture the attention of passive job seekers.



Featured Job (Banner Ad)

A 300 x 250 banner ad displays your institution's logo and name. The banner ad runs throughout Chronicle.com and links directly to your most recent job posting. With a Featured Job you'll ensure brand recognition and help make your institution an employer of choice.



Featured Employer

As a Featured Employer, your institution's logo with links to your Campus Viewpoint and Employer Profile is placed prominently on the Jobs section front. Premier placement ensures high visibility and increases awareness of your institution as an employer of choice.

Compete for top talent—on your terms

How do you stay top-of-mind among potential employees?

How do you reach passive job seekers?

How do you balance between recruiting for specific openings and marketing your college or university as a premier employer?

The Chronicle is the place to go not only for your immediate job openings, but for shaping the perception of your institution in the minds of the most influential audience in academe.

Launch a high-impact image campaign in The Chronicle and enhance your recruitment efforts year-round.

- Our unmatched reach and credibility is perfect for showcasing your institution as the best place to work, and your community as a great place to live.
- **Your individual job listings become even more effective when reinforced by image advertising in our editorial pages.**

Special Issues Offer Expanded Hiring Opportunities

Each year, The Chronicle publishes special issues covering topics of vital concern to people in academe. Recognized for their in-depth analysis and authoritative information—and referred to year-round—these special issues offer unparalleled opportunities to promote your institution to nearly 325,000 of today’s decision makers in higher education.

The Academic Workplace

Examines the state of the academic workplace and features The Chronicle’s Great Colleges to Work For survey. Both passive and active job seekers turn to this guide to see which institutions are recognized as great places to work.

The Almanac

The Almanac is the definitive source for higher education statistics. Your image ad in the Almanac stays in front of potential hires year-round.

Community Colleges

Focuses on the role of two-year colleges, making it the perfect environment to promote your community college.

Diversity in Academe

Examines how colleges are working to diversify their campuses and is the ideal place to promote your institution’s commitment to diversity.

See our image ad rate card for issue dates, deadlines, and other details.



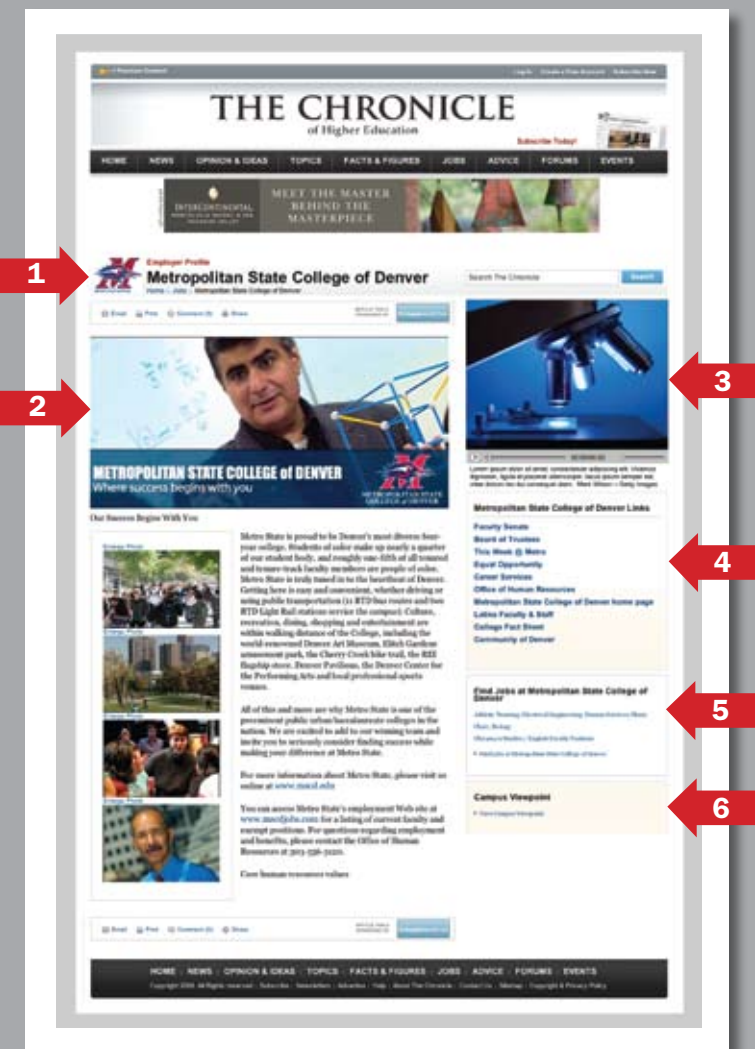
Employment Branding Opportunities Online

Online image advertisements run throughout Chronicle.com and are available in a variety of sizes and targeting opportunities. Take advantage of a direct vehicle to promote your institution to targeted audiences through our various daily and weekly e-newsletters. You'll strengthen your print campaign, extend your institution's branding initiatives, and drive traffic to your Web site.

Employer Profiles

Increase your recruiting power with your own Web page on Chronicle.com/jobs. Tell the full story of the rewards and satisfaction of working at your institution and provide job seekers with practical information about benefits and employment policies.

- It's your own recruiting page on Chronicle.com/jobs.
- Newly designed pages allow you to post videos—another dynamic way to show candidates why they should join your institution.
- Easily keep information about your institution up-to-date and attract passive job seekers even when you're not advertising specific job openings.



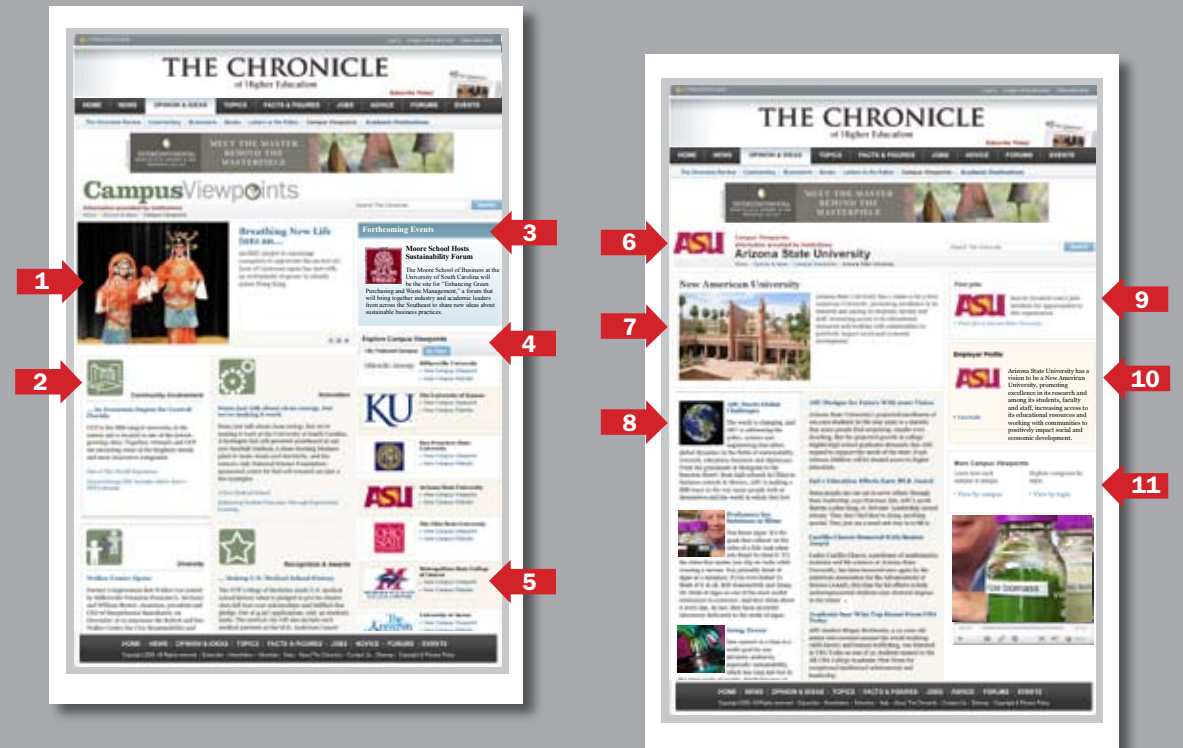
Features of Employer Profiles:

1. Institution logo featured at the top of each page.
2. Images are prominently featured to showcase the campus.
3. Newly redesigned pages now allow videos.
4. Links to institution's Web site.
5. Links to institution's current postings with The Chronicle.
6. Page includes link to institution's Campus Viewpoint.

Campus Viewpoints

With Campus Viewpoints, you can create your own microsite on Chronicle.com to tell your story your own way. You can share news, unique initiatives, exciting events, and research discoveries with all of academe—directly from Chronicle.com. Campus Viewpoints helps drive traffic to your site and strengthens your identity with all of academe.

- Spotlight ground-breaking research.
- Describe the economic and global impact of your programs.
- Highlight service to the community.
- Profile award-winning faculty or departments.
- Explain how innovation solved a critical problem on campus or in your community.
- Emphasize sustainability and the environment on campus.
- Showcase new faculty initiatives, education initiatives, or campus facilities.
- Feature forthcoming events.
- Focus on campus diversity.
- Attract new faculty and staff members.



Features of the Campus Viewpoints Front Page:

1. Interactive carousel showcases three unique events or programs from different campuses.
2. Eight topic areas are featured on the front page.
3. A box highlights forthcoming events on campuses worldwide.
4. Navigate Campus Viewpoints by institution or by the eight topic areas.
5. A link to each institution's Campus Viewpoint and Web site.

Individual Campus Viewpoints Pages:

6. Institution logo featured at the top of each page.
7. Introductory paragraphs with links to institution's Web site.
8. Introductory paragraphs of four feature articles with graphics.
9. Logo and link to institution's current job postings with The Chronicle.
10. Institution's logo and link to Employer Profile.
11. Navigation box leads back to the Campus Viewpoints front page.

Together We'll Reach Your Hiring Goals

Whether you're recruiting for a specific job or pursuing a large hiring initiative, we can build a personalized solution to ensure your advertising is seen by the largest number of highly qualified job seekers in academe and help you reach your hiring goals.

Chronicle Careers.
Your total solution to
higher-education recruitment.

To start on your way to recruitment success,
call us at (202) 466-1050, e-mail
jobs@chronicle.com, or visit Chronicle.com/jobs.

THE CHRONICLE

Chronicle.com/jobs

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