

Reach the largest,  
most diverse audience  
in higher education—  
both in print and online.

# Chronicle Careers

Recruitment Advertising Rates 2009



## CHRONICLE CAREERS

# Basic Recruitment Options

### Boxed Ads

**Rate:** \$145 per column inch, plus free 30-day posting on Chronicle.com/jobs.

In print, boxed ads receive preferred placement and are grouped by job function to help readers find them. Use color, logos, and other graphics to make your job announcement stand out.

Online, two free categories are included; each additional category is \$25.

### Discounts and premium services for boxed ads

**Color:** Add color to any size ad for an additional charge of \$1,000. Discounted color rates may apply if you have a print package. Please contact your account representatives for more information.

**Repeat discount:** A 25% discount is available to advertisers who run their ad more than once. Ads must be repeated within the next four issues after the first insertion. The repeat discount applies to each insertion following the first one, and is based on the rate of the original insertion.

**Multiple-publication discount:** A special rate of \$222 per column inch is available for advertisers who place the same boxed ad in The Chronicle of Higher Education and in our sister publication, The Chronicle of Philanthropy—that's a 20% discount. No other discounts apply, and we do not offer this discount for other ad types.

Please visit [philanthropycareers.com](http://philanthropycareers.com) for more information.

### Line Ads

**Rate:** \$260, plus \$1.10 per word

Line ads appear in alphabetical order by keyword at the bottom of the Careers pages, plus they are posted free for 30 days on Chronicle.com/jobs.

Two free online categories are included; each additional category is \$25.

### Web-only Ads

**Rate:** \$260

Web-only ads run for 30 days on Chronicle.com/jobs.

Two free categories are included; each additional category is \$25. Web-only ads must be placed online and prepayment is required.

## NEW Online Products

Our new suite of online products prominently features your job posting on Chronicle.com/jobs and in our award-winning editorial pages on Chronicle.com.

### Sponsored Job Listing

**Rate:** \$100 ■ Place your position opening at the top of search result pages—ensuring your ad is the first seen in relevant job searches.

### Top Job

**Rate:** \$250 ■ Your job listing is highlighted in our new Job Center that appears on the Chronicle.com home page and editorial section fronts to capture the attention of passive job seekers.

### Featured Job—Banner Ad

**Rate:** \$300 ■ A large banner ad displays your institution's logo and name, and links to your most recent job listing ensuring brand recognition and helping to make your institution an employer of choice.

### Featured Employer

**Rate:** Call your account representative for information. Prominently featured on Chronicle.com/jobs home page, this spot highlights your institution's logo with links to your Campus Viewpoints and Employer Profile pages to increase awareness of your institution as an employer of choice.

### Employer Profiles—REDESIGNED

**Rate:** \$3,000 ■ Extend your recruiting with your own recruiting 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.

## NEW Recruitment Packages

Take advantage of our new online products through these new packages that make it easy for you to combine the power of print and online.

### Spotlight Package

Draw on the power of print and online—your ad will appear in both The Chronicle in print and on Chronicle.com/jobs. The online posting will appear first among job search results and be highlighted to ensure it stands out from other job listings.

#### Spotlight Package includes:

- Print recruitment ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing

**COST:** \$100, plus the price of your print advertisement.

### Extended Reach Package

This package provides multiple opportunities for you to target the right candidate. You'll reach beyond the jobs pages and into our award-winning editorial pages with a Top Jobs listing that prominently features your posting on the front of the Chronicle.com home page and editorial section fronts—giving you added exposure.

#### Extended Reach Package includes:

- Print recruitment ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing
- Top job placement

**COST:** \$300, plus the price of your print advertisement.

### Ultimate Visibility Package

This package delivers all the benefits of the Extended Reach Package, plus banner advertising throughout Chronicle.com/jobs. Your banner ad will drive traffic directly to your job announcement and increase brand awareness. The Ultimate Advantage Package will elevate your brand and quickly fill your open positions with quality hires.

#### Ultimate Advantage Package includes:

- Print recruitment ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing
- Top job placement
- Featured Job—Web banner ad

**COST:** \$550, plus the price of your print advertisement

## CHRONICLE CAREERS

# Volume Discounts

### Print

Earn significant discounts by signing an agreement for boxed ads—for as few as 6 positions in the next 12 months.

Boxed Advertising Volume Discounts					
	6x	12x	24x	48x	96x
Below 20 total column inches	5%	10%	15%	20%	25%
Above 20 total column inches	10%	15%	20%	25%	30%

Bonuses with print agreement

- Additional online categories per advertisement
- Free or discounted Employer Profile
- Discount on color

Contact your account representative for more information.

### Web

Purchase a package of Web-only ads and you'll be able to reach our online audience whenever you need to quickly fill an open position. The more you recruit, the more you'll save.

Web Package Pricing			
ADS	CATEGORIES	PRICE	PRICE PER AD
10	3	\$ 1,975.00	\$ 197.50
25	3	\$ 4,500.00	\$ 180.00
50	4	\$ 8,190.00	\$ 163.80
100	4	\$ 15,600.00	\$ 156.00

Note: Web packages must be prepaid and are non-refundable.

### Agency Discount

A commission equal to 15% of the gross billings will be granted to recognized advertising agencies listed in the Standard Directory of Advertising Agencies and those who are members of other recognized agency associations. Payment is due upon receipt of invoice. Commissions are not allowed on invoices that are 45 days past due. The Chronicle does not offer further discounts to any advertising agency.



## CHRONICLE CAREERS

# Issue Dates Calendar

The Chronicle's print edition is published 49 times a year. Unless otherwise noted, print deadlines are 2 p.m. Eastern time the Monday of the week prior to the issue date. We do not hold space—all materials, including artwork, must be submitted by the deadline date.

All ads in the print edition run online at [Chronicle.com/jobs](http://Chronicle.com/jobs) free for 30 days.

Web-only ads received by 3 p.m. Eastern time are posted to [Chronicle.com/jobs](http://Chronicle.com/jobs) the same day. Ads received after 3 p.m. will be posted the following business day.

### BONUS DISTRIBUTION

For a complete list of bonus distribution go to [www.chronicle.com/jobs/conferences](http://www.chronicle.com/jobs/conferences).

### COLUMN WIDTHS

1 column:	1 5/8"	(9 1/2 picas)
2 columns:	3 3/8"	(20 picas)
3 columns:	5"	(30 1/2 picas)
4 columns:	6 3/4"	(41 picas)
5 columns:	8 1/2"	(51 1/2 picas)
6 columns:	10 1/4"	(62 picas)

### DEPTH OF COLUMN

13 1/2 inches

### MINIMUM TYPE SIZE

7 points

Issue Date	Deadline*	Special Issues	Bonus Distribution
March 13	March 2		NASPA, ACRL
March 20	March 9		LFI
March 27	March 16	Community College	CCF-TechEd
April 3	March 23		ACPA, UCEA, NAFED, NSAA
April 10	March 30		Chronicle Tech Forum, AACC, PCA/ACA
April 17	April 6		AACRO
April 24	April 13		ACUTA, HLC, AGB, SACUBO, NAGAP
May 1	April 20		WASFAA, CUPA-HR East
May 8	April 27		EDUCAUSE, Technology Conference, CUPA-HR Midwest
May 15*	May 4		
May 22	May 11		EASFAA, CUPA-HR Southern
May 29	May 18		NISOD, NAFSA, NCORE, EDUCAUSE Southeast
June 12	June 1		The Chronicle Leadership Forum, CUPA-HR Midwest, AAUP, SLA, AAUP
June 26	June 15		NACUA, NACUBO, ACUHO-I
July 10	June 29	Academic Workplace	CASE, ACUTA, NASFAA, CUPA-HR ALP
July 24	July 13		AACRAO-Technology Conference, SCUP
August 7	July 27		ASA
<b>Summer publishing break</b>			
August 28	August 17	Almanac	
September 4	August 21	Academic Year Kickoff	
September 11	August 31		
September 18	September 7		URMIA
September 25	September 14		NACAC
October 2	September 21		
October 9	September 28		ACCT
October 16	October 5	Diversity	EACUBO, LFI
October 23	October 12		MASFAA, CUPA-HR National
October 30	October 19		ACUTA, NYSFAAA, Sloan-C
November 6	October 26		EDUCAUSE
November 13	November 2	Executive Compensation	CIC
November 20	November 9		APLU
November 27	November 16		
December 4	November 20		AAA
December 11	November 30		SACS-COC
<b>Winter publishing break</b>			

\* We do not hold space. All materials, including artwork, must be submitted by the deadline date.

\*\* Deadline is 5 p.m. Eastern time

## HOW TO PLACE YOUR AD

### On the Web:

Go to [Chronicle.com/jobs](http://Chronicle.com/jobs) and click "Post a Job"

### By E-mail:

[jobs@chronicle.com](mailto:jobs@chronicle.com)

## Questions:

Call us Monday through Friday at (202) 466-1050.