

THE CHRONICLE

Chronicle.com/jobs

RECRUITMENT ADVERTISING RATES

2012

CHRONICLE CAREERS

For 45 years, The Chronicle has continued to be higher education's leader for news, ideas, discussions, and jobs. **No other publication or Web site engages more university faculty, administrators, and staff.** With more than **315,000 readers** in print and **1.9 million Web visitors** online monthly, The Chronicle is the indispensable resource for all of academe.

CHRONICLE CAREERS

PRIMARY RECRUITMENT OPTIONS

Boxed Ads

COST: \$152 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 ad stand out.

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

Increase awareness and enhance visibility by adding color to your ad.

COLOR DISCOUNTS	
AD SIZE	COST
Less than 1/4 page	\$ 400.00
1/4 page to less than 1/2 page	\$ 600.00
More than 1/2 page	\$ 1,000.00

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 \$227 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 Philanthropy.com/jobs for more information.

Line Ads

COST: \$285, 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

COST: \$285

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.

SPECIAL ISSUES AND REPORTS

Special issues and reports offer the exclusive opportunity for added attention and exposure to Chronicle readers.

Ensure you upgrade your ad with an enhancement or package for The Chronicle's exclusive special issues and reports.

Issue Date	Special Report	Careers Deadline
January 6	Careers in Academe	December 21, 2011
May 4	The Digital Campus	April 23
August 10	The Academic Workplace	July 30
August 31	Almanac	August 20
September 7	Academic Year Kickoff	August 31
October 12	Online Learning	October 1
November 2	Diversity in Academe	October 29

ONLINE ENHANCEMENTS

For hard-to-fill or high-profile positions, add an online enhancement to ensure you get maximum exposure to The Chronicle's more than 315,000 print readers and 1.9 million unique visitors to Chronicle.com monthly.

Sponsored Job Listing

COST: \$100 ■ Ensure your ad is among the first seen in relevant job searches. Highlighted at the top of the search result pages, the first three positions rotate among all current Sponsored Job Listings.

Top Job

COST: \$250 ■ With prime placement on the home page of Chronicle.com, your job ad will be highlighted for seven days in our Job Center on the Chronicle.com home page and will reach job seekers that may not visit jobs pages.

Featured Job—Banner Ad

COST: \$300 ■ Featured on the Chronicle.com and jobs home pages and on jobs search-result pages, a large banner ad displays your institution's logo and name, and links to your most recent job ad ensuring brand recognition and helping to make your institution an employer of choice.

RECRUITMENT PACKAGES

Recruitment packages make it easy to save money and 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 ads.

Spotlight Package includes:

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

COST: \$100, plus the price of your boxed ad.

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 Job listing that prominently features your ad on the front of the Chronicle.com home page—giving you added exposure.

Extended Reach Package includes:

- Boxed 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 boxed ad.

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 ad and increase brand awareness.

The Ultimate Visibility Package will elevate your brand and quickly fill your open positions with quality hires.

Ultimate Visibility Package includes:

- Boxed ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing
- Top Job placement
- Featured Job—Banner ad

COST: \$550, plus the price of your boxed ad.

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 AD VOLUME DISCOUNTS

	6x	12x	24x	48x	96x
Ads smaller than 1/4 page	5%	10%	15%	20%	25%
Ads larger than 1/4 page	10%	15%	20%	25%	30%

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 hire the more you'll save.

WEB-ONLY AD DISCOUNTS

ADS	PRICE	PRICE PER AD
10	\$ 2,280.00	\$ 228.00
15	\$ 3,206.00	\$ 214.00
25	\$ 4,845.00	\$ 194.00
50	\$ 8,265.00	\$ 165.00
100	\$ 13,110.00	\$ 131.00

Note: Web packages must be prepaid and are nonrefundable.

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

2012

The Chronicle's print edition is published 43 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 free for 30 days.

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

Bonus Distribution

For more information about bonus distribution, contact your account representative.

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

13¹/₂ inches

Minimum Type Size

7 points

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

** Special Jobs Pullout Section

Issue Date	Deadline*	Special Issues	Bonus Distribution
January 6	Dec. 21, 2011	Careers in Academe	CIC, MLA, CASE District VI
January 13	Friday, Dec. 30, 2011		HigherEdTECH
January 20	January 9		CASE Districts I & II, ACUTA Winter Seminar, ALA Midwinter
January 27	Friday, January 13		AAC&U Annual
February 3	January 23		NAICU
February 10	January 30		NAAAS, CASE District VIII
February 17	February 6		CASE District III, AAC&U General Education and Assessment, EDGE
February 24	February 13		NACA, SASFAA, APAIE
March 2	Friday, February 17		
March 9	February 27		LFI, NCCE, CUE
March 16	March 5		ACE, NASPA, CUPA-HR Western Region, NADOHE
March 23	March 12		ACPA, CASE District IV, The Higher Learning Commission, AAC&U Engaged STEM Learning
March 30	March 19		Sloan-C Blended Learning, AACRAO Annual, NAFEO
April 6	March 26		
April 13	April 2		Popular Culture Association/American Culture Association National Conference
April 20	April 9		
April 27	April 16		AACC, AGB on Trusteeship, CUPA-HR Eastern Region, SACUBO, NAGAP, ACUTA
May 4	April 23	Digital Campus	
May 11	April 30		Educause Security Professionals, ACA
May 25	May 14		EASFAA, NISOD, NAFSA, NCORE, AAUP
June 8	Friday, May 25		AAUP, Educause Southeast Regional, AAAA
June 22	June 11		NACUA, AACRAO Technology and Transfer
July 6	June 25		ACUHO-I, SCUP, CASE Summit for Advancement Leaders, Sloan-C Emerging Technologies
July 20	July 9		
August 3	July 23		NACUBO
August 10	July 30	Academic Workplace**	
August 17	August 6		ASA
August 31	August 20	Almanac**	EAIE
September 7	Friday, August 24	Academic Year Kickoff	
September 14	Friday, August 31		CUPA-HR Annual
September 21	September 10		
September 28	September 17		URMIA
October 5	September 24		NACAC
October 12	October 1	Online Learning	ACCT Annual Congress, Transforming Education Conference, ACUTA Fall Seminar, MASFAA, Reinventing Higher Education
October 19	October 8		EACUBO, NYSFAAA
October 26	October 15		
November 2	October 22	Diversity in Academe	LFI STEMtech, AACROA Strategic Enrollment Management
November 9	October 29		Educause, CIC Chief Academic Officers, Sloan-C Online Learning, AMA
November 16	November 5		APLU
November 23	November 12		
November 30	Friday, November 16		
December 7	November 26		SACS Commission on Colleges, CASE District V
December 14	December 3		
December 21	December 10		

QUESTIONS

CALL US MONDAY THROUGH FRIDAY AT
(202) 466-1050
9 A.M. TO 5 P.M. EASTERN TIME.

HOW TO PLACE YOUR AD

ON THE WEB:

GO TO CHRONICLE.COM/JOBS AND CLICK "POST A JOB"

BY E-MAIL:

JOBS@CHRONICLE.COM