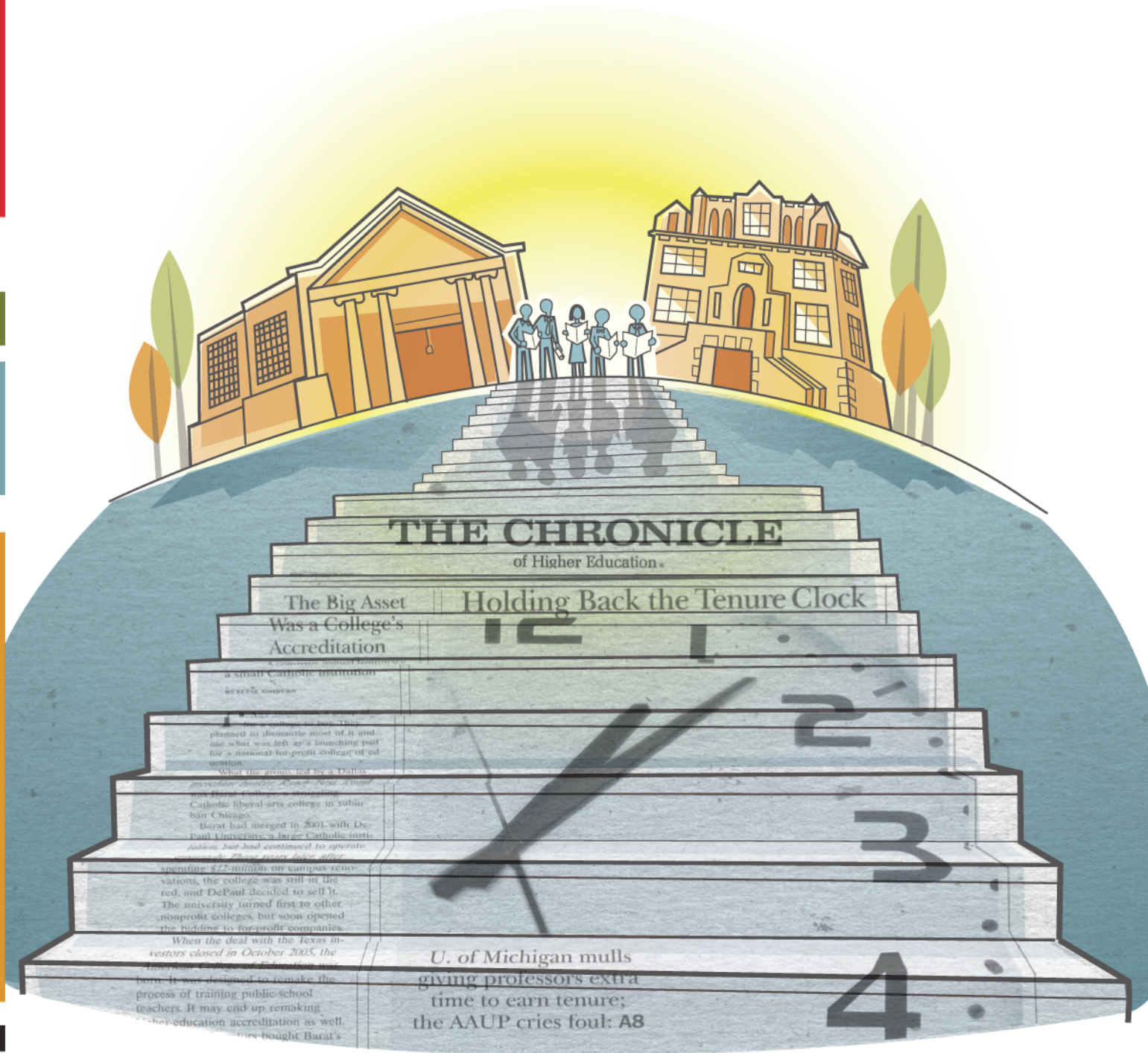


# How The Chronicle Can Help Build Your Institution's Brand



The Chronicle of Higher Education

## Chronicle Careers

# THE CHRONICLE

of Higher Education®

## The most trusted name in higher-education news

With 49 issues per year and a Web site updated each weekday, The Chronicle of Higher Education is the top destination for news, advice, and jobs for college and university faculty members and administrators.

In print, The Chronicle is published in three sections: the news section, which reports breaking news and trends in every area of college operation and management; The Chronicle Review, a lively magazine of arts and ideas; and Careers, an informative section full of job-search advice and hundreds of job listings. Once a month, The Chronicle publishes a special report on a key topic in higher education, such as diversity in academic careers, community colleges, or personal finance. In addition, The Chronicle publishes an annual Almanac issue, the definitive statistical report on higher education.

The Chronicle's Web site—Chronicle.com— features daily news and advice columns for job seekers; thousands of current job listings; the complete contents of every issue published since September 1989; vibrant discussion forums; and career-building tools such as online CV's, salary databases, and more.

The Chronicle's editorial coverage is as diverse as academe itself. For community colleges and HBCU's, for students and professors, in technology and athletics, and much more—The Chronicle is the newspaper of record for all of higher education.

### SURVEY SAYS:

#### Who reads The Chronicle of Higher Education?

- Subscribers reflect the full range of diverse job titles in higher education—more than **40%** are administrative officers, and nearly **45%** are academic officers and faculty members.
- Subscribers spend more than an hour—an average of **71** minutes—reading each issue of The Chronicle. That's more than **57** hours per year!
- **70%** of subscribers have used The Chronicle to look for a job.

Complete survey results are available—ask your account representative for more details.

Source: The Chronicle of Higher Education Subscriber Study, Target Research Group, 2006.



### Award-winning journalism

**FINALIST** – 2006 Webby Award – Best Newspaper

**WINNER** – 2005 Online Journalism Award – Best Specialty Journalism

**FINALIST** – 2005 Pulitzer Prize for Distinguished Criticism

**FINALIST** – Eight National Magazine Awards nominations, 2001-2005

**WINNER** – 2005 National Awards for Education Reporting (1st, 2nd, and 3rd place)

# CHRONICLE CAREERS

## The most effective recruiting service in higher education

The Chronicle is by far the most popular job service in higher education—both in print and online. More than 30,000 jobs are listed with Chronicle Careers each year, and job seekers return to our site often because no job listing is more than 30 days old, unlike other job services.

But The Chronicle does more than just publish job notices. Job seekers are drawn to The Chronicle to read our expert career news and advice columns, participate in our lively forums, use our innovative portfolio-management services, and research potential employers with tools like Campus Viewpoints and Employer Profiles.

In print and online, The Chronicle's community of job seekers is the most sought-after in academe. Here's why you should use The Chronicle for all of your recruitment needs:

### THE LARGEST, MOST DIVERSE AUDIENCE. GUARANTEED.

The Chronicle reaches the largest print and online audience in higher education—by far. In print, The Chronicle reaches nearly **80,000 subscribers** and more than **350,000 total readers** each week. Online, an average of more than **1 million unique visitors** make **2.5 million site visits** each month, generating more than **15 million page views**. But don't take our word for it—the Audit Bureau of Circulations verifies our print and Web circulation. For the most recent numbers, visit [ChronicleCareers.com/audits](http://ChronicleCareers.com/audits) for the latest reports.

The Chronicle is the only academic recruiting service with a guaranteed, audited circulation, so you can trust us to deliver your job announcements to the largest and most diverse audience in higher education.

### SURVEY SAYS:

#### Recruiters rave about The Chronicle

**90%** say The Chronicle is a superior source of qualified job candidates.

Nearly **75%** say that advertising with The Chronicle reaches a diverse audience.

Nearly **72%** have hired applicants who responded to ads in The Chronicle.



## CHRONICLE CAREERS

### A RESPONSIVE ONLINE COMMUNITY

The Chronicle attracts such an enormous online audience by offering tools to keep job seekers active and informed. As soon as we receive your job announcement, The Chronicle works hard to get it in the hands of the right candidates. Every day, we send job alerts via e-mail to nearly 100,000 people who have asked to be notified of new career opportunities in their field of interest.

Candidates also use our Web site to prepare their applications with innovative portfolio-management tools, facilitating their response to your job announcement. More than 50,000 job seekers have registered to use this service.

Job seekers also use our popular forums to talk back to The Chronicle, and to each other. To follow the conversation, just go to [Chronicle.com/forums](http://Chronicle.com/forums).

### TARGETED BONUS DISTRIBUTION

The Chronicle is an active participant at dozens of higher-education conferences throughout the year, delivering your ad in person to thousands of key people in a variety of fields and disciplines. For a complete schedule of forthcoming conference appearances, go to [ChronicleCareers.com/conferences](http://ChronicleCareers.com/conferences).

### OUTSTANDING CUSTOMER SERVICE

No one understands the intricate process of recruiting in higher education better than The Chronicle. That's why we've hired the finest team of advertising specialists to help you achieve your hiring goals. With The Chronicle, you will work with a dedicated team of advertising experts every step of the way. Whether placing an individual ad, deciding which ad format will work best for your open position, or designing a complete advertising campaign to further your institutional branding efforts, The Chronicle is your own personal recruitment consultant.

## Award-winning recruitment

**WINNER**—2006, 2003, and 2002 EPpy Award for Best Internet Classified Service (also a Finalist in 2001)

**FINALIST**—2005 EPpy Award for Best Online Special Feature—Executive Compensation report

**OFFICIAL HONOREE**—2006 Webby Awards

For a complete list of honors The Chronicle has received, go to [Chronicle.com/awards](http://Chronicle.com/awards)



# HOW TO PROMOTE YOUR CAMPUS

## Brand your institution as a leader in higher education

In the current recruiting landscape, competition is fierce—even among colleges and universities. Recruiting top talent has developed into much more than just placing job announcements. You now have to market your institution as a great place to work and your community as a great place to live. The Chronicle offers many ways to complement your search for the best job candidates and help you reinforce your institution's unique values, culture, and benefits.

### IMAGE ADVERTISING



Image advertising allows you to showcase why your institution is a great place to work. Much more than a specific job announcement, image ads can paint a picture of what life is like on your campus. You can

use photographs, color, and clever prose to give job seekers a fuller sense of your institution. You can raise your institution's profile and tout why it is such a great place to work with a campaign of image ads. Your account representative can show samples of successful campaigns used by other colleges.

Special opportunities for image advertising include the Almanac issue and editorial supplements like Community Colleges and Diversity in Academic Careers. Please contact your account representative for complete information on these special issues.

### EMPLOYER PROFILES



Online Employer Profiles—available at [ChronicleCareers.com/profiles](http://ChronicleCareers.com/profiles)—work as your own recruiting Web page on our site. You can keep information about your institution available even when you're not advertising specific

job openings. You can interest potential candidates—including the passive job seekers—with information about your mission and traditions, the unique culture of your campus, items of local interest, as well as the practical information every job seeker wants, such as employment policies and detailed benefits information. Employer Profiles complement your individual job announcements by telling the complete story of your institution and why it is a good place to work.

### CAMPUS VIEWPOINTS



Campus Viewpoints, a new online service from The Chronicle, offers you a way to give a unique perspective on your campus. Viewpoints can spotlight ground-

breaking research, profile pioneering

faculty or staff members or departments, or describe successful town-gown collaborations that are making your community a better place to live. Your own Campus Viewpoints Web site is a great place to publish white papers or provide other information for all of academe. Ask your account representative for ideas on what can make your Viewpoint unique, or go to [Chronicle.com/campusviewpoints](http://Chronicle.com/campusviewpoints) and see how other universities are using this service to promote their campuses.

### BANNER ADVERTISING



The Chronicle's Web site, which receives more than 15 million page views in an average month, is a great place to extend your institution's branding campaign and drive traffic to your Web site.

A variety of sizes and targeting opportunities are available—ask your account representative for more information.

### E-MAIL ADVERTISING

The Chronicle's e-mail newsletters are another great way to promote your institution and drive traffic to your Web site. Newsletters available include *Academe Today*, a roundup of news and information sent each weekday morning to Chronicle subscribers; *The Wired Campus*, a free daily newsletter on academic technology; and the *Community-College Newsletter*, a free weekly newsletter with the latest developments and trends at two-year colleges. For more information on e-mail advertising—including the most recent circulation figure for each newsletter—please contact your account representative.

The Chronicle reaches the largest audience in higher education

**80,000** subscribers  
**350,000** total readers  
**1 million** unique visitors  
**2.5 million** site visits  
**15 million** page views

But don't take our word for it—the Audit Bureau of Circulations verifies our print and Web circulation. For the most recent numbers, see the Audience tab at the front of this media kit or visit [ChronicleCareers.com/audits](http://ChronicleCareers.com/audits) for the latest reports.

# HOW TO HIRE THE BEST FACULTY AND STAFF MEMBERS

Advertising in The Chronicle's Careers section is the best way to reach the largest, most diverse audience in higher education

## DISPLAY ADS

**Rate:** \$136 per column inch, plus free 30-day posting on ChronicleCareers.com

As the single best way to attract qualified job candidates, display ads consistently support your institution's identity. Our most popular and effective ad type, display ads allow you to maximize your position's exposure to our huge print and online audiences.

In print, display ads receive preferred placement and are grouped by job function to help readers find them. You can also include a logo or other graphics or add color to further spotlight your job announcement.

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

## Discounts and premium services for display ads

**Repeat discount:** A 25% discount is available to advertisers who run their ad more than once. Ads must be 10 column inches or larger, and 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 \$208 per column inch is available for advertisers who place the same display ad in The Chronicle of Higher Education and in our sister publication, The Chronicle of Philanthropy. That's a 20-percent discount off the combined rates if you placed the same ad in each paper individually. The same display ad must run in consecutive issues of both publications. 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 on The Chronicle of Philanthropy, including readership, issue dates, and deadlines.

**Premium color:** You can add color to a display ad for an additional charge of \$2,050. Four-color ads must be 20 column inches (1/4 page) or larger and have earlier ad deadlines. Please contact your account representative for more information.

## LINE ADS

**Rate:** \$225 plus \$1.40 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 ChronicleCareers.com. Two free online categories are included; each additional category is \$25.

## WEB-ONLY ADS

**Rate:** \$250

Web-only ads run for 30 days on ChronicleCareers.com.

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

Web-only ads must be placed online.

Special rate for Web-only ads for adjunct-faculty positions: \$100

**DISPLAY AD**

**Ball State University**  
**ASSISTANT DIRECTOR**  
**MULTICULTURAL CENTER**  
 Ball State University  
 Muncie, Indiana

**HOLYOKE COMMUNITY COLLEGE**  
**DIRECTOR OF ADMISSIONS**

**Wayne State University**  
**Director of Graduate Admissions**

**Metropolitan State University**  
**Associate Vice President (AVP) for Enrollment and Student Services**

**Senior Associate Director of Admissions**

**THE UNIVERSITY OF MICHIGAN**

**CHRONICLE CAREERS**

LINE AD

## HOW TO HIRE THE BEST

### 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.

### BOX-REPLY SERVICE

If you wish to conduct an anonymous search, you can have responses sent to a reply box at The Chronicle. The charge for our blind box service is \$50 per ad (not per insertion). Responses will be forwarded on a weekly basis to a postal address you provide. Please contact your client-service representative for more information.



## SAVINGS PROGRAMS:

### PRINT AGREEMENTS

If your institution will be hiring for as few as 6 positions in the next 12 months, you can earn significant discounts by signing an agreement for display ads. Many institutions find that by coordinating their recruiting expenses, they can instantly qualify for substantial savings.

#### DISPLAY ADVERTISING DISCOUNTS

6x	12x	24x	48x	96x
5%	10%	15%	20%	25%

#### Bonuses at the 48x and 96x level

- Up to 4 online categories per position
- 50% discount on image advertising in the 2007 Almanac issue
- Discount on an Employer Profile

#### Bonuses at the 6x, 12x, and 24x level:

- Up to 3 online categories per position
- 25% discount on image advertising in the 2007 Almanac issue
- Discount on an Employer Profile

Note: To earn a discount for a schedule that includes advertisements of different sizes, the smallest ad may not be less than half the size of the largest ad.

### WEB PACKAGES

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.

<b>10 ADS</b>	<b>25 ADS</b>
\$1,875	\$4,200
Includes 3 categories	Includes 3 categories
Save 25%	Save 33%
<b>50 ADS</b>	<b>100 ADS</b>
\$6,250	\$8,750
Includes 4 categories	Includes 4 categories
Save 50%	Save 65%

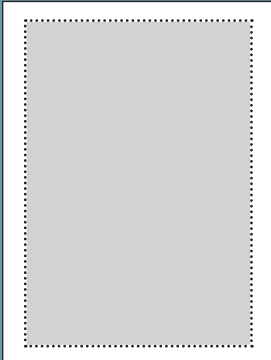
Note: Web packages must be prepaid and are non-refundable.

■ ■  
The best team of advertising  
consultants to help you build your  
institutions brand  
■ ■

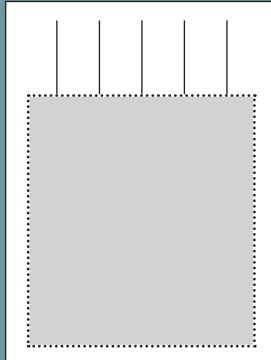
## HOW TO HIRE THE BEST

### MECHANICAL SPECIFICATIONS:

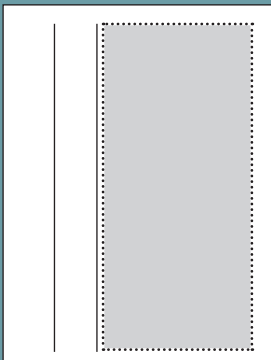
Below are some popular ad sizes and their prices. Premium color can be added to ads that are  $\frac{1}{4}$  page or larger for an additional \$2,050.



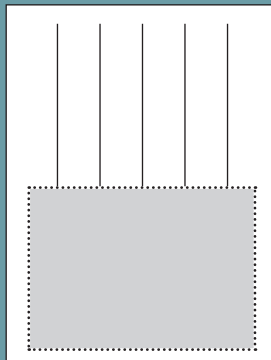
**TABLOID PAGE**  
6 columns  $\times$  13  $\frac{1}{2}$ " deep  
\$11,016



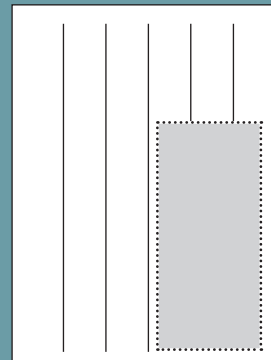
**3/4 PAGE**  
6 columns  $\times$  10" deep  
\$8,160



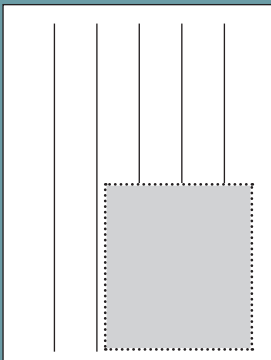
**2/3 PAGE**  
4 columns  $\times$  13  $\frac{1}{2}$ " deep  
\$7,344



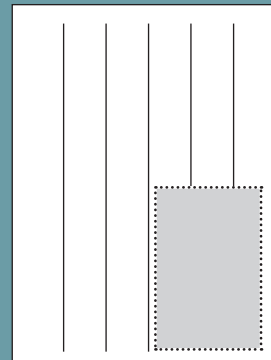
**1/2 PAGE**  
6 columns  $\times$  6  $\frac{3}{4}$ " deep  
\$5,508



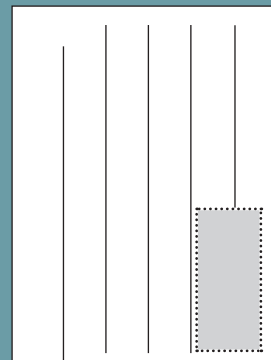
**1/3 PAGE**  
3 columns  $\times$  9" deep  
\$3,672



**1/3 PAGE**  
4 columns  $\times$  6  $\frac{3}{4}$ " deep  
\$3,672



**1/4 PAGE**  
3 columns  $\times$  6  $\frac{3}{4}$ " deep  
\$2,754



**1/8 PAGE**  
2 columns  $\times$  5  $\frac{1}{4}$ " deep  
\$1,428

#### COLUMN WIDTHS

1 column:	1 $\frac{5}{8}$ "	(9 $\frac{1}{2}$ picas)
2 columns:	3 $\frac{3}{8}$ "	(20 picas)
3 columns:	5"	(30 $\frac{1}{2}$ picas)
4 columns:	6 $\frac{3}{4}$ "	(41 picas)
5 columns:	8 $\frac{1}{2}$ "	(51 $\frac{1}{2}$ picas)
6 columns:	10 $\frac{1}{4}$ "	(62 picas)

#### DEPTH OF COLUMN

13  $\frac{1}{2}$  inches

#### MINIMUM TYPE SIZE

6 points



## HOW TO PLACE YOUR AD

The Chronicle's print edition is published 49 times per year. Print deadlines are usually 2 p.m. Eastern time on Mondays for the following week's issue—please refer to the Issue Dates and Deadlines link on ChronicleCareers.com for a complete list of issue dates and deadlines. **Remember—all ads in the print edition run online at ChronicleCareers.com free for 30 days.** Your ad's free online run can start immediately if you get it to us by 3 p.m. Eastern time.

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

### HOW TO SUBMIT YOUR AD

No matter how you submit your job announcement, it will be routed to your personal client-service representative for quick processing.

#### On the Web

Simply go to ChronicleCareers.com and click "Post a job" to get started. We've worked hard to make placing your ad via the online form at ChronicleCareers.com as easy as possible. Any type of ad placed via the online form can be posted to the site within hours, giving your job opening immediate visibility to thousands of job seekers online. By booking your ad online you can control the categories used to classify your ad, and display advertisers will benefit from our new online proofing system. Web-only ads must be placed online.

#### By e-mail

Send an e-mail message to [jobs@chronicle.com](mailto:jobs@chronicle.com) with your full contact information and instructions and attach your text or paste it into the body of the message. We can accept MS Word and PDF documents, and logos in JPG, TIF, or GIF format.

#### By fax

Fax your ad copy to (202) 296-2691 along with instructions. Please call (202) 466-1050 to confirm receipt.

When submitting your ad by e-mail or fax, please include all billing information, the name and phone number of a contact person, the text of your ad, the issue(s) in which you want the ad to appear, the ad format, a purchase order if your institution requires one, and any special instructions.

### QUESTIONS:

Call us at (202) 466-1050. Our hours are Monday through Wednesday, 9 a.m. to 7 p.m. Eastern time and Thursday and Friday, 9 a.m. to 5 p.m. Eastern time.



■ ■  
The most  
diverse group  
of qualified  
candidates  
■ ■

To get started, call us at (202) 466-1050, e-mail [recruit@ChronicleCareers.com](mailto:recruit@ChronicleCareers.com), or visit [ChronicleCareers.com](http://ChronicleCareers.com)

# HOW TO WRITE A GREAT RECRUITMENT AD



## ADMISSIONS COUNSELOR **1** El Jacinto Metropolitan College

**2** Las Palomas, New Mexico  
(shouting distance from Santa Fe)

**3** A great school - a great location - a great job

**4** El Jacinto Metropolitan College is committed to creating a vibrant, diverse, and engaged student body. Our admissions counselor really gets to know prospective students and their families—often helping them achieve their dreams of sending the first generation to college. El Jacinto is a collegial, collaborative institution where every voice is heard—and listened to.

**5** You'll have an opportunity to travel extensively in New Mexico and the Southwest, meeting kids from all walks of life and getting them excited about El Jacinto. Working with our team of professionals, including two Admissions Counselors and the Director of Admissions, you'll build our campus community by evaluating applications, interviewing prospective students, and participating in final admissions decisions. To succeed you'll need excellent communication skills, a personable demeanor, and a willingness to pay attention to the details. **6**

**7** You'll earn a starting salary of \$30,000. Our staff members also enjoy fully-paid health coverage, tuition benefits, a generous leave policy, and strong support for professional-development activities.

**8** Get to know us by visiting our Web site at <http://www.jacinto.edu/admissions>. Help us get to know you by sending your résumé and a cover letter addressing your thoughts on access to higher education for nontraditional students to: Mary Smith, Director of Admissions, El Jacinto Metropolitan College, [Mary.Smith@jacinto.edu](mailto:Mary.Smith@jacinto.edu) (if you don't have access to e-mail, you can send your materials to Mary by regular mail a 55 Jacinto Way, Las Palomas, NM 60604). **9**

El Jacinto Metropolitan College respects the privacy of candidates and staff members. Information provided to El Jacinto in the course of your application will not be shared or used for purposes other than review for this application without your expressed permission.

El Jacinto Metropolitan College subscribes to the principles of affirmative action and equal opportunity for all. You can read about our philosophy and our practices at <http://www.jacinto.edu/aaeoe>.

**10**

- 1) A clear, specific job title—use vernacular that everyone will be familiar with, not your own internal terminology.**
- 2) Make sure you include the name and location of your institution—don't take it for granted that every person looking at your ad knows who and where you are.**
- 3) Include something that will capture their attention right at the beginning of the ad.**
- 4) Start off by creating interest—describe an excellent job at an excellent place.**
- 5) Let the candidate know what opportunities they will have and who they will be working with—especially if they will be managing anyone, how many, etc.**
- 6) Include the skills and knowledge the candidate will need to grow and flourish in the job.**
- 7) Anticipate any questions the candidate may have—including salary information, benefits, course load, etc.**
- 8) Include a URL to your institution—make it as specific as possible so that candidates do not have to go through too many clicks on your site for more information.**
- 9) Make the application process clear, with complete contact information.**
- 10) Include a message that lets people know you are an equal-opportunity employer.**