

Best Practices for Advertising Positions

Things to remember when planning your advertising:

- Target underrepresented groups in your department and the University
- The right advertising will attract a large and diverse pool of qualified candidate
- Outreach efforts should include advertising sources that will attract veterans, individuals with disabilities, and minorities.
- All advertising should be coordinated through Graystone Advertising Group. Contact them via email at: ads@graystoneadv.com

Recommended advertising sources:

Veteran Recruitment		
<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
Hire Veterans	http://www.hireveterans.com	\$124 – 1 year membership
iHireveterans	http://ihireveterans.com	<i>Cannot post – pulls jobs from other sites</i>
Job Opportunities for Disabled Veterans	https://www.jofdav.com/	\$75
Veteran Careers	http://veterancareer.org/	\$125 – 30 days

Diversity Focused Recruitment		
<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
American Association for Access, Equity and Diversity	https://www.aaaed.org/aaaed/default.asp	\$224
	<i>(add top-of site)</i>	\$230
Diversity Jobs	https://diversityjobs.com/front	\$225
Diversity.com	http://www.diversity.com	\$205
Diversity Woman	http://www.diversitywoman.com	\$325
	<i>(add top-of site)</i>	\$325

Diversity with a focus in Academia

<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
Diverse Issues in Higher Education	http://diverseeducation.com/	\$330
	<i>(add top-of site)</i>	\$390
Hispanic Outlook in Higher Education	https://www.hispanicoutlook.com	\$260
	<i>(add top-of site)</i>	\$310
Graystone Enhanced Diversity Combo	<i>(upgraded posting to both Diverse issues & Hispanic Outlook)</i>	\$495
Women in Higher Education	https://www.wihe.com	\$275
	<i>(add top-of site)</i>	\$325

Academia

<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
The Chronicle of Higher Education	http://www.chronicle.com	\$375 – 60 days
	<i>(add top-of site & home page mention)</i>	\$576
HigherEdJobs	https://www.higheredjobs.com/	\$295 – 60 days
	<i>(Add Diversity and Inclusion email)</i>	\$445
InsideHigherEd	https://www.insidehighered.com/	\$349
	<i>(Add Diversity Focus Listing)</i>	\$450
Academic Keys	http://www.academickeys.com/	\$210
	<i>(Top of site with efler to discipline)</i>	\$315

Information Technology

<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
American Society for Information Science	https://www.asist.org/	\$200
	<i>(add top-of site)</i>	\$270
Blacks in Technology	https://www.blacksintechology.net	\$175
	<i>(add Social Media Blast)</i>	\$250
Latinos in Information Sciences and Technology Association	http://www.listacareercenter.com	\$200
Women in Technology	http://www.womenintechology.org	\$224
DICE	https://www.dice.com	\$495 – 30 days
IEEE 30 day posting	http://spectrum.ieee.org/	\$295

	<i>(add top-of site)</i>	\$650
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