

# 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](mailto:ads@graystoneadv.com)

## Recommended advertising sources:

Veteran Recruitment		
Publication Name	Website	Estimated Cost
Hire Veterans	<a href="http://www.hireveterans.com">http://www.hireveterans.com</a>	\$124 – 1 year membership
iHireveterans	<a href="http://ihireveterans.com">http://ihireveterans.com</a>	<i>Cannot post – pulls jobs from other sites</i>
Job Opportunities for Disabled Veterans	<a href="https://www.jofdav.com/">https://www.jofdav.com/</a>	\$75
Veteran Careers	<a href="http://veterancareer.org/">http://veterancareer.org/</a>	<i>Requires monthly subscription – Graystone cannot post to this site</i>

Diversity Focused Recruitment		
Publication Name	Website	Estimated Cost
American Association for Access, Equity and Diversity	<a href="https://www.aaed.org">https://www.aaed.org</a>	\$249 (non-member)
	<i>(add top-of site)</i>	\$399 (non-member)
Diversity Jobs	<a href="https://diversityjobs.com/">https://diversityjobs.com/</a>	\$225
Diversity.com	<a href="http://www.diversity.com">http://www.diversity.com</a>	\$220
Diversity Woman	<a href="http://www.diversitywoman.com">http://www.diversitywoman.com</a>	\$249
	<i>(add top-of site)</i>	\$475

## Diversity with a focus in Academia

<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
Diverse Issues in Higher Education	<a href="http://diverseeducation.com/">http://diverseeducation.com/</a>	\$375
	<i>(add top-of site)</i>	\$440
Hispanic Outlook in Higher Education	<a href="https://www.hispanicoutlook.com">https://www.hispanicoutlook.com</a>	\$335
	<i>(add top-of site)</i>	\$385
Graystone Diversity Combo	<i>(basic posting to both Diverse issues &amp; Hispanic Outlook)</i>	\$525
Women in Higher Education	<a href="https://www.wihe.com">https://www.wihe.com</a>	\$305
	<i>(add top-of site)</i>	\$370
Workplace Diversity Network	<a href="https://workplacediversity.com/">https://workplacediversity.com/</a>	\$295 – 60 days
Graystone Workplace Diversity Combo	<i>(basic posting to both Workplace Diversity Network &amp; Hispanic Outlook)</i>	\$475

## Academia

<u>Publication Name</u>	<u>Website</u>	<u>Estimated Cost</u>
The Chronicle of Higher Education	<a href="http://www.chronicle.com">http://www.chronicle.com</a>	\$435 – 60 days
	<i>(add top-of site &amp; home page mention)</i>	\$636
	<i>(add Diversity Boost)</i>	\$634
HigherEdJobs	<a href="https://www.higheredjobs.com/">https://www.higheredjobs.com/</a>	\$345 – 60 days
	<i>(Add Diversity and Inclusion email)</i>	\$470
InsideHigherEd	<a href="https://www.insidehighered.com/">https://www.insidehighered.com/</a>	\$349
	<i>(Add Diversity Focus Listing)</i>	\$595
Academic Keys	<a href="https://www.academickeys.com/">https://www.academickeys.com/</a>	\$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	<a href="https://www.asist.org/">https://www.asist.org/</a>	\$200 (non-member)
	<i>(add top-of site)</i>	\$270 (non-member)
Blacks in Technology	<a href="https://www.blacksintechology.net">https://www.blacksintechology.net</a>	\$175
	<i>(add Social Media Blast)</i>	\$450
Latinos in Information Sciences and Technology Association	<a href="http://www.listacareercenter.com">http://www.listacareercenter.com</a>	\$125
Women in Technology	<a href="http://www.womenintechology.org">http://www.womenintechology.org</a>	\$249
	<i>(add top-of site)</i>	\$449
DICE	<a href="https://www.dice.com/">https://www.dice.com/</a>	\$495
IEEE 30 day posting	<a href="https://jobs.ieee.org">https://jobs.ieee.org</a>	\$295
	<i>(add top-of site)</i>	\$660
IT Diversity Careers	<a href="https://www.itdiversitycareers.com">https://www.itdiversitycareers.com</a>	\$250
Educause	<a href="https://www.educause.edu/">https://www.educause.edu/</a>	\$325 (non-member)
LinkedIn	<a href="https://www.linkedin.com">https://www.linkedin.com</a>	\$299