

# Chronicle Careers

## Advertising Rates 2008-9

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

### BOXED ADS

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

Our most effective and popular ad type combines the power of print and online to attract qualified job candidates. Boxed ads maximize your exposure and dynamically establish your identity to our large print and online audience.

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

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

### Discounts and premium services for boxed 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 \$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.

**NEW Premium color:** You can now add color to **any** size ad for an additional charge of \$1,000. Please contact your account representatives 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 ChronicleCareers.com.

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

### WEB-ONLY ADS

**Rate:** \$260

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. Prepayment is required.

### 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.

## HOW TO PLACE YOUR AD

### On the Web:

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

### By E-mail:

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

## QUESTIONS:

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

## 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 boxed ads. Many institutions find that by coordinating their recruiting expenses, they can instantly qualify for substantial savings.

#### BOXED ADVERTISING 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 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.

#### WEB PACKAGE DISCOUNTS

10 ADS	25 ADS
\$1,975	\$4,500
Includes 3 categories	Includes 3 categories
\$197.50 per ad	\$180 per ad
50 ADS	100 ADS
\$6,500	\$9,100
Includes 4 categories	Includes 4 categories
\$130 per ad	\$91 per ad

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

## 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 ChronicleCareers.com free for 30 days.

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.

### Conferences and Events

For a complete list of events and conferences, 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 Issue*	Conference/Events*
August 29	August 6	Almanac	APSA
September 5	Friday, August 22**	Academic Year Kickoff	URMIA
September 12	Friday, August 29**		
September 19	September 8		
September 26	September 15	Diversity in Academe	NACAC
October 3	September 22		
October 10	September 29		ACUTA-Fall
October 17	October 6		HACU, CACUBO, CUPA-HR National, MASFAA
October 24	October 13		LFI-CIT, NYSFAAA, RMASFAA, EACUBO
October 31	October 20	Community Colleges	EDUCASE
November 7	October 27		
November 14	November 3		NASULGC
November 21	November 10	Executive Compensation	AAA
November 28	November 17		
December 5	Friday, November 21**		
December 12	December 1		
December 19	December 8		MLA
<b>Winter publishing break</b>			
January 9	Friday, December 19**	Winter Mega Jobs Issue	
January 16	January 5		CASE-NAIS
January 23	January 12		ALA-Midwinter, AACU
January 30	Friday, January 16**		ALA-Midwinter
February 6	January 26		NAICU
February 13	February 2		ACE, NAAS, SASFAA
February 20	February 9		NCCE, NACA
February 27	Friday, February 13**		
March 6	February 23		
March 13	March 2		NASPA
March 20	March 9		LFI
March 27	March 16		CCF-TechEd
April 3	March 23		ACPA, UCEA
April 10	March 30		Chronicle Tech Forum, AACCC, PCA/ACA
April 17	April 6		AACRAO
April 24	April 13		ACUTA, HLC, AGB, SACUBO, NAGAP
May 1	April 20		WASFAA, CUPA-HR East
May 8	April 27		WACUBO, EDUCAUSE, CUPA-HR Midwest
May 15	May 4		
May 22	May 11		EASFAA, CUPA-HR Southern
May 29	May 18		NISOD, NAFSA, NCORE
June 5	Friday, May 22**		
June 12	June 1		The Chronicle Leadership Forum, CUPA-HR West
June 19	June 8		SLA, AAUP
June 26	June 15		NACUA
July 3	June 22		NACUBO, ACUHO-I
July 10	June 29	Academic Workplace	APPA, ALA, NACUFS
July 17	July 6		NASFAA, CUPA-HR ALP
July 24	July 13		AACRAO-Technology Conference
July 31	July 20		
August 7	July 27		
August 14	August 3		ASA
<b>Summer publishing break</b>			

\* Special Issues and Conferences/Events are subject to change. Please check with your customer service representative for up-to-date information.

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