

ADVERTISING PLAN FOR FULL-TIME TENURE TRACK FACULTY OPENINGS

FOR 2016 FALL SEMESTER

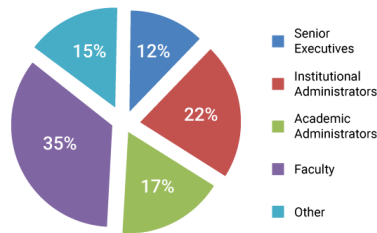
Website/Publication	Deadline for Publication	Issue or Run Dates
Standard Advertising Sources:		
• AsiansInHigherEd.com	N/A	Typically 30 days
• BlacksInHigherEd.com	N/A	Typically 30 days
• HispanicsInHigherEd.com	N/A	Typically 30 days
• VeteransInHigherEd.com	N/A	Typically 30 days
• HigherEdJobs.com	N/A	Typically 30 days
• WomenInHigherEd.com	N/A	Typically 30 days
• ChronicleVitae.com	N/A	Typically 30 days
• CCCRegistry.org	N/A	Through position closing date
• San Gabriel Valley Newspaper	As needed	Ad comes out in Sunday Newspaper
• Email Listserve to a variety of school districts, colleges, universities, etc.	N/A	As position postings become available
New Advertising Sources:		
• L.A. Times (as part of the Job Fair)		January 2016
• Chronicle of Higher Education SPECIAL <u>CAREERS IN ACADEME</u> ISSUE Print Ad (includes Bonus Distributions: Modern Language Association Annual Convention 2016; American Library Association, 2016 ALA Midwinter Meeting)	12/18/15	1/8/2016
• CCC Registry - Los Angeles Job Fair (Booth at main job fair event plus 2 Hospitality Rooms)		1/30/2016
• Flyer mailings to Master's Programs of colleges and universities (see attached list)		January 2016 or as position postings become available
• Niche advertising specific to recruitment needs/department requests		
• Inside Higher Ed – Spotlight Ad	12/18/15	60 days
Proposed Additional NEW Advertising Source:		
Inside Higher Ed unlimited posting pkg ⁱ		

ⁱ One of the key differences between Inside Higher Ed and HigherEdJobs is that Inside Higher Ed is more than 'just' a job board. Like HigherEdJobs we have thousands of job postings on our site, BUT Inside Higher Ed is a daily online publication that reports on and covers what is happening in the higher education world. So when you advertise your openings on Inside Higher Ed, you won't reach just active job seekers. You jobs will be exposed to diverse passive candidates as well.

Why Recruit with Inside Higher Ed?

Inside Higher Ed is the daily news website for higher education professionals. More than 1.3 million higher ed professionals a month from every academic discipline and every administrative area (site traffic measured by Google Analytics). About 35% of our readers are academics, about 38% are institutional and academic administrators, and nearly 12% hold executive titles. Readership is proportional throughout the country, and about 14% of our readers are outside the U.S. Our readers come from every kind of institution; about 13% are at community colleges. And our readers are very diverse: nearly 20% are minorities and more than 55% are women.

Who are our higher education readers?



REACH - 1.3 million unique individuals visit Inside Higher Ed each month, generating more than 6 million page views.

DIVERSITY - More than 30% of the candidates in our credentials bank are minorities, and more than 55% are women. Inside Higher Ed is proud of its extensive coverage of a wide range of diversity issues in higher education, including broad coverage of issues affecting veterans and people with disabilities.

COMPLIANCE - Job postings on Inside Higher Ed fulfill Department of Labor requirements under 20 CFR 656.18, Optional Special Recruitment and Documentation Procedures for College and University Teachers.