

CHRONICLE CAREERS

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 Chronicle.com/jobs free for 30 days.

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

BONUS DISTRIBUTION

For a complete list of bonus distribution go to www.chronicle.com/jobs/conferences.

COLUMN WIDTHS

1 column:	1½	(9½ picas)
2 columns:	3¾	(20 picas)
3 columns:	5"	(30½ picas)
4 columns:	6¾	(41 picas)
5 columns:	8½	(51½ picas)
6 columns:	10¾	(62 picas)

DEPTH OF COLUMN

13½ inches

MINIMUM TYPE SIZE

7 points

Questions:

Call us Monday through Friday at (202) 466-1050.

HOW TO PLACE YOUR AD

On the Web:

Go to Chronicle.com/jobs and click "Post a Job"

By E-mail:

jobs@chronicle.com

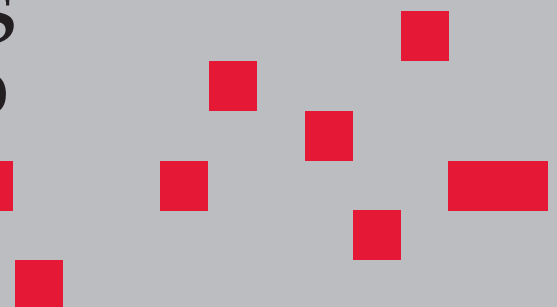
Issue Date	Deadline*	Special Issues	Bonus Distribution
November 27	November 16		
December 4	November 20		AAA
December 11	November 30		SACS-COC
Winter Publishing Break			
January 8	Dec 23 at noon	Careers in Academe	CIC
January 15	Jan 4		
January 22	Jan 11		ALA, AAC&U
January 29	Jan 15		CASE-NAIS, ACUTA
February 5	Jan 25		NAICU
February 12	Feb 1		NAAAS
February 19	Feb 8		NACA
February 26	Feb 12		SASF AA
March 5	Feb 22		NCCE
March 12	Mar 1		ACE, NASPA
March 19	Mar 8		
March 26	Mar 15		AGB, ACPA, CUPA-HR Western Region Conference
April 2	Mar 22		League for Innovation in the Community College Innovations, Popular Culture Association/ American Culture Association National Conference
April 9	Mar 29		
April 16	Apr 5		The Higher Learning Commission, Community College Foundation-TechEd, Educause Security Professionals Conference
April 23	Apr 12	Community Colleges	AACC, ACUTA, AARAO, NAGAP
April 30	Apr 19		SACUBO, AAAA, NAFEO, NSAA
May 7	Apr 26		CUPA-HR Eastern Region Conference
May 14	May 3		
May 21	May 10		EASFAA
Summer Publishing Schedule			
June 4	May 24		NISOD, NAFSA, Educause Enterprise Information and Technology Conference, NCORE, Educause Southeast Regional Conference
June 18	June 7		AAUP,
July 2	June 21		ACUHO-I, NACUA
July 16	July 2		SCUP, AACRAO, CASE, ACUTA, NASFAA
July 30	July 19	Academic Workplace	NACUBO
August 13	Aug 2		ASA
August 27	Aug 16	Almanac	
Fall Publishing Schedule			
September 3	Aug 20	Academic Year Kickoff	
September 10	Aug 30		
September 17	Sept 6		
September 24	Sept 13	Diversity in Academe	CUPA-HR National Conference
October 1	Sept 20		NACAC
October 8	Sept 27		
October 15	Oct 4		URMIA, Educause
October 22	Oct 11		EACUBO, MASFAA, NYSFAAA, ACCT
October 29	Oct 18		ACUTA
November 5	Oct 25		LFI, Sloan-C International Conference on Online Learning
November 12	Nov 1		CIC, APLU
November 19	Nov 8		
November 26	Nov 15		

* We do not hold space. All materials, including artwork, must be submitted by the deadline date.

** Deadline is 5 p.m. Eastern time

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

Chronicle Careers Recruitment Advertising Rates 2010



CHRONICLE CAREERS

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 Chronicle.com/jobs free for 30 days.

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

BONUS DISTRIBUTION

For a complete list of bonus distribution go to www.chronicle.com/jobs/conferences.

COLUMN WIDTHS

1 column:	1½	(9½ picas)
2 columns:	3¾	(20 picas)
3 columns:	5"	(30½ picas)
4 columns:	6¾	(41 picas)
5 columns:	8½	(51½ picas)
6 columns:	10¾	(62 picas)

DEPTH OF COLUMN

13½ inches

MINIMUM TYPE SIZE

7 points

Questions:

Call us Monday through Friday at (202) 466-1050.

HOW TO PLACE YOUR AD

On the Web:

Go to Chronicle.com/jobs and click "Post a Job"

By E-mail:

jobs@chronicle.com

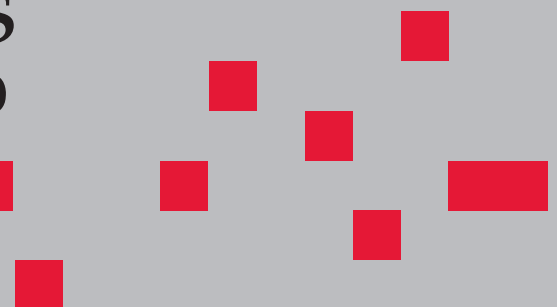
Issue Date	Deadline*	Special Issues	Bonus Distribution
November 27	November 16		
December 4	November 20		AAA
December 11	November 30		SACS-COC
Winter Publishing Break			
January 8	Dec 23 at noon	Careers in Academe	CIC
January 15	Jan 4		
January 22	Jan 11		ALA, AAC&U
January 29	Jan 15		CASE-NAIS, ACUTA
February 5	Jan 25		NAICU
February 12	Feb 1		NAAAS
February 19	Feb 8		NACA
February 26	Feb 12		SASF AA
March 5	Feb 22		NCCE
March 12	Mar 1		ACE, NASPA
March 19	Mar 8		
March 26	Mar 15		AGB, ACPA, CUPA-HR Western Region Conference
April 2	Mar 22		League for Innovation in the Community College Innovations, Popular Culture Association/ American Culture Association National Conference
April 9	Mar 29		
April 16	Apr 5		The Higher Learning Commission, Community College Foundation-TechEd, Educause Security Professionals Conference
April 23	Apr 12	Community Colleges	AACC, ACUTA, AARAO, NAGAP
April 30	Apr 19		SACUBO, AAAA, NAFEO, NSAA
May 7	Apr 26		CUPA-HR Eastern Region Conference
May 14	May 3		
May 21	May 10		EASFAA
Summer Publishing Schedule			
June 4	May 24		NISOD, NAFSA, Educause Enterprise Information and Technology Conference, NCORE, Educause Southeast Regional Conference
June 18	June 7		AAUP,
July 2	June 21		ACUHO-I, NACUA
July 16	July 2		SCUP, AACRAO, CASE, ACUTA, NASFAA
July 30	July 19	Academic Workplace	NACUBO
August 13	Aug 2		ASA
August 27	Aug 16	Almanac	
Fall Publishing Schedule			
September 3	Aug 20	Academic Year Kickoff	
September 10	Aug 30		
September 17	Sept 6		
September 24	Sept 13	Diversity in Academe	CUPA-HR National Conference
October 1	Sept 20		NACAC
October 8	Sept 27		
October 15	Oct 4		URMIA, Educause
October 22	Oct 11		EACUBO, MASFAA, NYSFAAA, ACCT
October 29	Oct 18		ACUTA
November 5	Oct 25		LFI, Sloan-C International Conference on Online Learning
November 12	Nov 1		CIC, APLU
November 19	Nov 8		
November 26	Nov 15		

* We do not hold space. All materials, including artwork, must be submitted by the deadline date.

** Deadline is 5 p.m. Eastern time

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

Chronicle Careers Recruitment Advertising Rates 2010



Basic Recruitment Options

Boxed Ads

Rate: \$145 per column inch, plus free 30-day posting on Chronicle.com/jobs.

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

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

Discounts and premium services for boxed ads

Color: Add color to any size ad for an additional charge of \$1,000. Discounted color rates may apply if you have a print package. Please contact your account representatives for more information.

Repeat discount: A 25% discount is available to advertisers who run their ad more than once. Ads 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 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 Chronicle.com/jobs.

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

Web-only Ads

Rate: \$260

Web-only ads run for 30 days on Chronicle.com/jobs.

Two free categories are included; each additional category is \$25. Web-only ads must be placed online and prepayment is required.

NEW Online Products

Our new suite of online products prominently features your job posting on Chronicle.com/jobs and in our award-winning editorial pages on Chronicle.com.

Sponsored Job Listing

Rate: \$100 ■ Place your position opening at the top of search result pages—ensuring your ad is the first seen in relevant job searches.

Top Job

Rate: \$250 ■ Your job listing is highlighted in our new Job Center that appears on the Chronicle.com home page and editorial section fronts to capture the attention of passive job seekers.

Featured Job—Banner Ad

Rate: \$300 ■ A large banner ad displays your institution's logo and name, and links to your most recent job listing ensuring brand recognition and helping to make your institution an employer of choice.

Featured Employer

Rate: Call your account representative for information. Prominently featured on Chronicle.com/jobs home page, this spot highlights your institution's logo with links to your Campus Viewpoints and Employer Profile pages to increase awareness of your institution as an employer of choice.

Employer Profiles—REDESIGNED

Rate: \$3,000 ■ Extend your recruiting with your own recruiting Web page on Chronicle.com/jobs. Tell the full story of the rewards and satisfaction of working at your institution and provide job seekers with practical information about benefits and employment policies.

NEW Recruitment Packages

Take advantage of our new online products through these new packages that make it easy for you to combine the power of print and online.

Spotlight Package

Draw on the power of print and online—your ad will appear in both The Chronicle in print and on Chronicle.com/jobs. The online posting will appear first among job search results and be highlighted to ensure it stands out from other job listings.

Spotlight Package includes:

- Print recruitment ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing

COST: \$100, plus the price of your print advertisement.

Extended Reach Package

This package provides multiple opportunities for you to target the right candidate. You'll reach beyond the jobs pages and into our award-winning editorial pages with a Top Jobs listing that prominently features your posting on the front of the Chronicle.com home page and editorial section fronts—giving you added exposure.

Extended Reach Package includes:

- Print recruitment ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing
- Top job placement

COST: \$300, plus the price of your print advertisement.

Ultimate Visibility Package

This package delivers all the benefits of the Extended Reach Package, plus banner advertising throughout Chronicle.com/jobs. Your banner ad will drive traffic directly to your job announcement and increase brand awareness. The Ultimate Advantage Package will elevate your brand and quickly fill your open positions with quality hires.

Ultimate Advantage Package includes:

- Print recruitment ad in The Chronicle
- Online ad for 30 days on Chronicle.com/jobs
- Sponsored Job Listing
- Top job placement
- Featured Job—Web banner ad

COST: \$550, plus the price of your print advertisement

Volume Discounts

Print

Earn significant discounts by signing an agreement for boxed ads—for as few as 6 positions in the next 12 months.

Boxed Advertising Volume 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

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 Pricing

ADS	CATEGORIES	PRICE	PRICE PER AD
10	3	\$ 1,975.00	\$ 197.50
25	3	\$ 4,500.00	\$ 180.00
50	4	\$ 8,190.00	\$ 163.80
100	4	\$ 15,600.00	\$ 156.00

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

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.