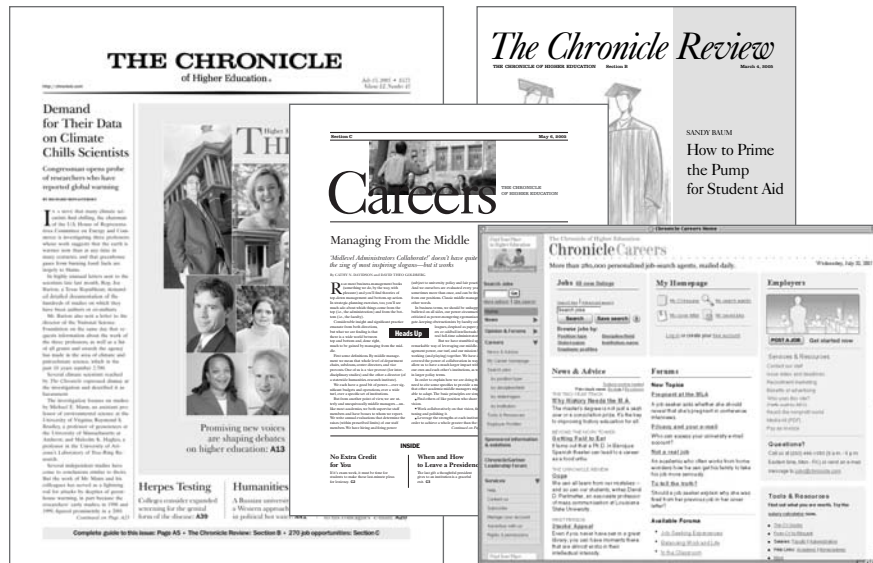


The Chronicle of Higher Education Chronicle Careers

Recruitment Advertising Handbook 2005-6



Because there's no right way to recruit for every job, The Chronicle of Higher Education gives you the most options to help find the best candidates your way. In print. Online. Together. With informative editorial content, engaging online tools like e-mail alerts and portfolio management, and expert advice from our panel of career professionals, The Chronicle attracts the largest audience of any recruiting service in higher education—nearly 500,000 readers in print each week and more than 1 million online visitors every month. Guaranteed. Explore how we can help you build a complete recruitment program tailored to your specific goals and budget. See what makes The Chronicle the best candidate for every job.

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The Chronicle by the numbers

- The **No. 1** news source for higher education since **1966**
- **49** issues per year, plus daily updates online
- Each week, nearly **85,000** print subscribers and **500,000** total readers
- Each month at The Chronicle's Web site, more than **1 million** unique visitors generate more than **11 million** page views. Guaranteed. Go to ChronicleCareers.com/audits for our most recent audit statements.
- A diverse audience—more than **40** percent administrators and nearly **45** percent academic officers and faculty members
- Subscribers spend an average of **69** minutes reading each issue of The Chronicle.
- Nearly **70** percent of subscribers have used The Chronicle to look for a job.
- More than **75** percent of recruiters say The Chronicle is an excellent source of qualified job candidates.
- Nearly **70** percent of recruiters have hired applicants who responded to their ads in The Chronicle.

For more information, please call (202) 466-1050, e-mail recruit@chroniclecareers.com, or visit ChronicleCareers.com.

The Chronicle of Higher Education
Chronicle Careers

THE BEST CANDIDATE FOR EVERY JOB
ChronicleCareers.com

Facts about The Chronicle

For nearly 40 years, The Chronicle of Higher Education has been the No. 1 professional news source for the administrators and faculty members who run America's colleges and universities. Published weekly and updated daily online, The Chronicle covers news and trends in every area of the operation and management of college campuses. In addition, The Chronicle's Careers section is the largest job marketplace in higher education, with more than 30,000 jobs posted each year.

UNBEATABLE MARKET PENETRATION

The Chronicle reaches the largest print and online audience in higher education – by far. But don't take our word for it – the Audit Bureau of Circulations verifies our nearly 85,000 print subscribers and more than 1 million monthly online visitors. For the latest audits, go to ChronicleCareers.com/audits.

Plus, our subscribers pass along their copies to colleagues at a high rate for a total print audience of nearly 500,000 readers. As the only academic recruiting service with a guaranteed, audited circulation, you can trust The Chronicle to deliver your job announcement to the largest and widest audience in higher education.

EXPERT RECRUITING SERVICES

The Chronicle's recruiting service wins raves from both job seekers and recruiters. According to a recent survey, nearly 70 percent of subscribers have used The Chronicle to look for a job.

In addition, more than 75 percent of recruiters said The Chronicle is an excellent source of qualified job candidates. Indeed – nearly 70 percent of them have hired applicants who responded to their ads in The Chronicle.

THE RIGHT APPLICANTS

No matter what position you need to fill, The Chronicle's readers are the right audience for your job announcement. Subscribers reflect the full range of job titles in higher education: more than 40 percent are administrative officers, and nearly 45 percent are academic officers and faculty members.

ENLIGHTENING CAREER NEWS AND ADVICE

Job seekers are drawn to The Chronicle not just for the thousands of current job openings, but also for the exclusive job-market news, advice columns, and first-person diaries published every week in print and every day online at ChronicleCareers.com. Visitors use interactive resources like the CV Doctor, post questions in our popular forums, and participate in other community-building activities.

ONLINE TOOLS THAT KEEP READERS ENGAGED

The Chronicle attracts an enormous online audience by offering tools to keep job seekers active and informed. As soon as we receive your job announcement, The Chronicle works hard to get it in the hands of the right candidates. Every day, we send job alerts via e-mail to more than 80,000 people who have asked to be notified of new jobs in their fields.

Online, candidates can now prepare their applications with innovative portfolio-management tools, facilitating their response to your job announcement. More than 40,000 job seekers have registered to use this new service.

BONUS DISTRIBUTION

The Chronicle is an active participant at dozens of higher-education conferences throughout the year, delivering your ad in person to thousands of people in a variety of fields and disciplines. For a schedule of forthcoming conference appearances, go to ChronicleCareers.com/conferences.

CONSUMMATE CUSTOMER SERVICE

The Chronicle understands the complex process of recruiting better than anyone else in higher education. That's why we've recruited the best team of advertising consultants to help you achieve your hiring goals. To make sure your needs are met each and every time, you'll work with your own personal Chronicle Careers representatives. Dedicated professionals who know you by name, understand your situation, and who are there any time – and every time – you have a job to do.

Ad types and prices

DISPLAY ADS

Rate: \$132 per column inch, plus free 30-day posting on ChronicleCareers.com

As the single best way to attract qualified job candidates, display ads consistently support your institution's identity. Our most popular and effective ad type, display ads allow you to maximize your position's exposure to our huge print and online audiences.

In print, display ads receive preferred placement and are grouped by job function to help readers find them. You can also include a logo or other graphics or add color to further spotlight your job announcement.

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

Discounts and premium services for display 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 \$201.60 per column inch is available for advertisers who place the same display ad in The Chronicle of Higher Education and in our sister publication, The Chronicle of Philanthropy. That's a 20-percent discount off the combined rates if you placed the same ad in each paper individually. The same display ad must run in consecutive issues of both publications. No other discounts apply, and we do not offer this discount for other ad types. Please visit philanthropycareers.com for more information on The Chronicle of Philanthropy, including readership, issue dates, and deadlines.

Premium color: You can add color to a display ad for an additional charge of \$2,050. Four-color ads must be 20 column inches (1/4 page) or larger and have earlier ad deadlines. Please contact your account manager for more information.

LINE ADS

Rate: \$215 plus \$1.35 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: \$250

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.

Note: Rates are subject to change.

DISPLAY AD

CB6 Student Affairs



BALL STATE UNIVERSITY
ASSISTANT DIRECTOR
MULTICULTURAL CENTER
Ball State University
Muncie, Indiana

Professional position available September 1, 2014. Responsibilities: represent the Multicultural Center at various events; coordinate campus wide educational and awareness programs; supervise the summer EXCEL program; serve as a resource and referral agent for students of color; provide oversight of the office publications and departmental reports.

Minimum qualifications: master's degree in higher education, multicultural studies, or field with related curriculum by September 1, 2014; evidence of skills in organization, communication, advising, and program development. Preferred qualifications: at least one year of professional experience in higher education student affairs administration; experience working with students of color; experience working with ethnic groups (dance, drama, music, etc.).

Send letter of application, résumé, photograph of candidate, and names and telephone numbers of three references to: Dr. Kay Baker, Associate Vice President for Student Life, Ball State University, Muncie, IN 47306. Review of applications will begin immediately and will continue until the position is filled. (www.bsu.edu)

Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

THE CHRONICLE OF HIGHER EDUCATION

HOLYOKE COMMUNITY COLLEGE
A Tradition of Excellence

DIRECTOR OF ADMISSIONS

Holyoke Community College, founded in 1946, is one of 29 institutions, including 15 community colleges, that make up the Massachusetts public higher education system. The College is situated in the scenic Pioneer Valley of Western Massachusetts within comfortable driving distance to Boston, Cape Cod, the Berkshires, New York City, and the Torringtons. Holyoke College, and the Cooperating Colleges of Greater Springfield are located. Offering a variety of programs, Holyoke Community College is a leader in higher education and is rich in culture and diversity.

This position is responsible for managing student recruitment, enrollment services, and the transfer of students to four-year institutions.

Required qualifications: Master's Degree and a minimum of two years related experience; knowledge and demonstrated abilities in all areas of admissions, enrollment and transfer processes; ability to interact with all members of the college community including a diverse, multicultural student body.

Preferred qualifications: Community College experience; knowledge of marketing and advertising.

Please visit our Web page: www.hcc.mass.edu for additional information about the College and this position.

To Apply: Please mail a résumé and letter of interest, with the names, addresses and telephone numbers of 3 professional references to:

Dean of Human Resources
Holyoke Community College
303 Homestead Avenue
Holyoke, MA 01104

Holyoke Community College is an Affirmative Action/Equal Opportunity Employer. Applicants are considered for positions, and employees are treated during employment without regard to race, creed, religion, color, gender, sexual orientation, age, disability, genetic information, maternity leave, and national origin.

Wayne State University

Director of Graduate Admissions

The Graduate School at Wayne State University is searching for an energetic, dynamic leader for our newly formed Graduate Admissions unit. Graduate Admissions was formerly organized with Undergraduate Admissions and has been restructured to report to the Associate Provost and Dean of the Graduate School. The director will have an opportunity to set a new course for this unit in the context of a Campus Research Initiative mandated ranking in the top 50 public research universities and committed to the values of an urban institution. With an enrollment of over 13,000 students, Wayne State University has more than 50 academic programs within 11 schools and colleges. Graduate and professional students represent approximately 40% of the University's enrollment and place Wayne State University among the top 10 nationally in graduate enrollment. Situated in the heart of Detroit's vibrant and growing cultural center, the University is a neighbor to the Detroit Symphony Orchestra, the new M. Tinkler Music Center, the newly renovated Detroit Institute of Arts, and many theaters, museums, art galleries and popular music venues.

Position Requirements

- A. Master's degree with Ph.D. preferred
- A. Documented success in directing, developing, planning, implementing, and assessing sound operational policies and procedures for admitting and recruiting domestic and international students to graduate programs at all levels
- A. Knowledge and skill in up-to-date technologies appropriate for on-line applications, admissions, and communication
- A. Experience in enrollment management
- A. Proven effectiveness in managing budget and supervising, motivating and developing staff
- A. Excellent interpersonal, written and verbal communication skills and the ability to collaborate with academic units to recruit and admit a diverse population of graduate students

Please apply at <http://jobs.wayne.edu> for posting #030915 and attach a letter of application and a CV that includes the names, titles, email addresses, telephone numbers and addresses of three references. Applications will be reviewed beginning October 15, 2014, and will continue until the position is filled.

Wayne State University is an equal opportunity/affirmative action employer

Senior Associate Director of Admissions

Hampshire College, a highly selective liberal arts institution and member of the Five College Consortium with Amherst College, Mount Holyoke College and the University of Massachusetts at Amherst is accepting applications for Senior Associate Director of Admissions.

The Senior Associate Director works with the Director of Admissions to develop and implement a comprehensive recruitment plan. Responsibilities include coordination of all recruitment activities, including on- and off-campus, and management of a team of admissions counselors.

Qualified candidates will be an energetic and creative professional with experience in the efficient administration of a diverse admission office. Qualified candidates will have an advanced degree, demonstrated leadership in a team environment, and five or more years of progressively responsible experience in admissions or a related field. In addition, candidates should demonstrate a firm commitment to a progressive educational education, as well as the ability to communicate in a variety of progressive student and faculty persons.

We offer a competitive salary, excellent benefits package. Applicants should submit a cover letter, résumé, and names and contact information for their three professional references to:

Senior Associate Director of Admissions Search
Human Resources Office
Hampshire College
Amherst, Massachusetts 01002
hr@hampshire.edu

Hampshire College is an equal opportunity institution. Minorities and women are encouraged to apply. Hampshire College is an affirmative action employer and is committed to diversity within its community.

Metropolitan State University

Associate Vice President (AVP) for Enrollment and Student Services

Metropolitan State University, St. Paul, Minnesota, MN, invites applications and nominations for the position of Associate Vice President (AVP) for Enrollment and Student Services. The AVP is the Director of Admissions, the Registrar, and the Director of Diagnostic Services. Qualifications: Master's Degree (doctorate preferred); seven years' experience in student affairs with progressive responsibility for managing personnel and budget, and demonstrated experience delivering services such as admissions, registration, financial aid, records and registration, and orientation; and four years of admissions experience. Other requirements include: necessary experience in a comprehensive Student Affairs unit; mastery of enrollment services and student services and their roles in ongoing enrollment/retention management; demonstrated ability to identify and analyze student needs including the development and execution of enrollment and retention strategies; demonstrated data analysis skills; excellent communication skills; strong organizational and planning skills; demonstrated commitment to equal opportunity and affirmative action, including sensitivity to concerns shared by racial/ethnic groups; and demonstrated evidence of a commitment to enhancing cultural and ethnic diversity. For full consideration, applications and materials must be received by Friday, March 1, 2014, and a letter of interest, curriculum vitae or résumé, and the names, addresses, email addresses, and telephone numbers of the professional references. For additional information, contact Beverly Lutz, Administrative Assistant, at BevLutz@metstate.edu or (612)579-1321, TTY: voice, (612) 772-7087. Nominations and applications should be sent to Associate Vice President for Enrollment and Student Services Search Committee, Metropolitan State University, The E. Scott Smith Center, St. Paul, MN 55106, AAED0. A member of the Minnesota State Colleges and Universities System.

LINE AD

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

DISPLAY ADVERTISING DISCOUNTS

6x	12x	24x	48x	96x
5%	10%	15%	20%	25%

Bonuses at the 48x and 96x level

- Unlimited posting of free Web-only listings for adjunct-faculty positions
- Up to 4 online categories per position
- 50% discount on image advertising in the 2006 Almanac issue
- Discount on an Employer Profile

Bonuses at the 6x, 12x, and 24x level:

- Unlimited posting of free Web-only listings for adjunct-faculty positions
- Up to 3 online categories per position
- 25% discount on image advertising in the 2006 Almanac issue
- Discount on an Employer Profile

Note: To earn a discount for a schedule that includes advertisements of different sizes, the smallest ad may not be less than half the size of the largest ad.

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.

10 ADS	25 ADS
\$1,875	\$4,200
Includes 3 categories	Includes 3 categories
Save 25%	Save 33%
50 ADS	100 ADS
\$6,250	\$8,750
Includes 4 categories	Includes 4 categories
Save 50%	Save 65%

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

ADDITIONAL OPTIONS

FREE LISTINGS FOR ADJUNCT-FACULTY POSITIONS

Use The Chronicle to recruit for faculty, administrative, and executive jobs, and you can immediately place free Web-only listings for adjunct-faculty positions. Listings will run free for 30 days on ChronicleCareers.com. For more information, go to ChronicleCareers.com/revolution.

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.

BOX-REPLY SERVICE

If you wish to conduct an anonymous search, you can have responses sent to a reply box at The Chronicle. The charge for our blind box service is \$50 per ad (not per insertion). Responses will be forwarded on a weekly basis to a postal address you provide. Please contact your client-service representative for more information.

For more information on these savings programs, please contact your account manager:

NORTHEASTERN/MID-ATLANTIC STATES

Susan Ganley
(202) 466-1715
susan@chroniclecareers.com

MIDWESTERN/SOUTHEASTERN STATES

Rick Plotkin
(202) 466-1775
rick@chroniclecareers.com

WESTERN/SOUTHWESTERN STATES

Eric Zack
(202) 466-1735
eric@chroniclecareers.com

Other ways to promote your campus

Successful hiring today requires a balance between recruiting for specific open positions and marketing your institution as an employer. Here are 6 ways The Chronicle can help you do both:

EMPLOYER PROFILES

The right candidate could visit our site at any time – which means you need to be there all the time. An Employer Profile works as your own recruiting microsite. Candidates can learn about your mission, the culture of your campus, and community information. Each of your job announcements will link to your Profile, so candidates can learn why your institution is a great place to work.

E-MAIL AND BANNER ADVERTISING

The Chronicle's daily e-mail report reaches nearly 60,000 subscribers. More than 80,000 people receive job alerts via e-mail when matching jobs are posted to ChronicleCareers.com. Our site receives more than 11 million page views from more than 1 million unique visitors each month. E-mail and banner advertising can help generate even more interest in your institution.

IMAGE ADVERTISING IN THE MAIN NEWS SECTION

While job announcements can only be published in the Careers section, other advertising opportunities are avail-

able in The Chronicle's main news section. Many institutions run ads in this section to promote their general image among The Chronicle's influential readership and market themselves as "employers of choice."

PREMIUM POSITIONING IN THE CAREERS SECTION

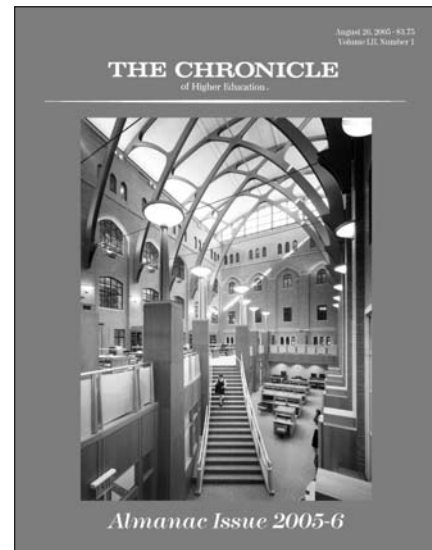
The back cover, inside front cover, and the page opposite the introductory jobs page of The Chronicle's Careers section are available to full-page image advertisers for an additional 15% premium.

IMAGE ADVERTISING IN THE ALMANAC

Published annually, the Almanac issue is the definitive source for higher-education statistics and is highly valued by our subscribers. Your image ad in this "keeper" issue can attract the best candidates to your campus all year long.

INSERTS

Your preprinted insert can be placed in The Chronicle's Careers section at a rate of \$150 per thousand copies. Inserts can run in all or part of the press run.



For more information on these advertising opportunities, please contact your account manager:

NORTHEASTERN/ MID-ATLANTIC STATES

Susan Ganley
(202) 466-1715
susan@chroniclecareers.com

MIDWESTERN/ SOUTHEASTERN STATES

Rick Plotkin
(202) 466-1775
rick@chroniclecareers.com

WESTERN/ SOUTHWESTERN STATES

Eric Zack
(202) 466-1735
eric@chroniclecareers.com

Issue dates and deadlines

The following is a list of print issue dates and deadlines for display and line ads. All deadlines are 2 p.m. Eastern time, unless otherwise noted. The 30-day free posting to ChronicleCareers.com included with display and line ads can start at any time.

Web-only ads received by 3 p.m. Eastern time are posted to the site the same day. Ads received after 3 p.m. will be posted the following day.

HOW TO SUBMIT YOUR AD

No matter how you submit your job announcement, it will be routed to your personal client-service representative for quick processing.

ON THE WEB

Simply go to ChronicleCareers.com and click "Post a job" to get started. We've worked hard to make placing your ad via the online form at ChronicleCareers.com as easy as possible. Any type of ad placed via the online form can be posted to the site within hours, giving your job opening immediate visibility to thousands of job seekers online. By booking your ad online you can control the categories used to classify your ad, and display advertisers will benefit from our new online proofing system. Web-only ads must be placed online.

BY E-MAIL

Send an e-mail message to jobs@chronicle.com with your full contact information and instructions and attach your text or paste it into the body of the message. We can accept MS Word and PDF documents, and logos in JPG, TIF, or GIF format.

Issue date	Advertising deadline
2005	
<u>September 2</u>	August 19*
<u>September 9</u>	August 29
<u>September 16</u>	September 2*
<u>September 23</u>	September 12
<u>September 30</u>	September 19
<u>October 7</u>	September 26
<u>October 14</u>	October 3
<u>October 21</u>	October 10
<u>October 28</u>	October 17
<u>November 4</u>	October 24
<u>November 11</u>	October 31
<u>November 18</u>	November 7
<u>November 25</u>	November 14
<u>December 2</u>	November 18*
<u>December 9</u>	November 28
<u>December 16</u>	December 5
Publishing break	

BY FAX

Fax your ad copy to (202) 296-2691 along with instructions. Please call (202) 466-1050 to confirm receipt.

When submitting your ad by e-mail or fax, please include all billing information, the name and phone number of a contact person, the text of your ad, the issue(s) in which you want the ad to appear, the ad format, a purchase order if your institution requires one, and any special instructions.

QUESTIONS?

Call us at (202) 466-1050. Our new hours are Monday through Wednesday, 9 a.m. to 7 p.m. Eastern time and Thursday and Friday, 9 a.m. to 5 p.m. Eastern time.

Issue date	Advertising deadline
2006	
<u>January 6</u>	December 20*
<u>January 13</u>	December 30*
<u>January 20</u>	January 9
<u>January 27</u>	January 13*
<u>February 3</u>	January 23
<u>February 10</u>	January 30
<u>February 17</u>	February 6
<u>February 24</u>	February 13
<u>March 3</u>	February 17*
<u>March 10</u>	February 27
<u>March 17</u>	March 6
<u>March 24</u>	March 13
<u>March 31</u>	March 20
<u>April 7</u>	March 27
<u>April 14</u>	April 3
<u>April 21</u>	April 10
<u>April 28</u>	April 17
<u>May 5</u>	April 24
<u>May 12</u>	May 1
<u>May 19</u>	May 8
<u>May 26</u>	May 15
<u>June 2</u>	May 22
<u>June 9</u>	May 26*
<u>June 16</u>	June 5
<u>June 23</u>	June 12
<u>June 30</u>	June 19
<u>July 7</u>	June 26
<u>July 14</u>	June 30*
<u>July 21</u>	July 10
<u>July 28</u>	July 17
<u>August 4</u>	July 24
<u>August 11</u>	July 31
Publishing break	

*Deadline is 5 p.m. Eastern time

Mechanical specifications

COLUMN WIDTHS

1 column:	1 ⁵ / ₈ "	(9 ½ picas)
2 columns:	3 ³ / ₈ "	(20 picas)
3 columns:	5"	(30 ½ picas)
4 columns:	6 ³ / ₄ "	(41 picas)
5 columns:	8 ½"	(51 ½ picas)
6 columns:	10 ¼"	(62 picas)

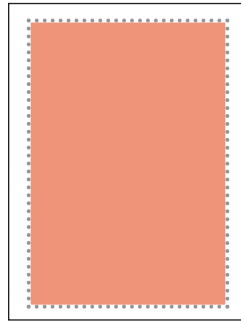
DEPTH OF COLUMN

13 ½ inches

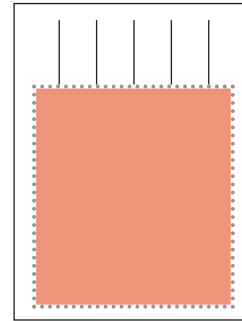
MINIMUM TYPE SIZE

6 points

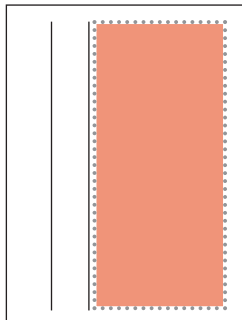
Below are some popular ad sizes and their prices. Premium color can be added to ads that are ¼ page or larger for an additional \$2,050.



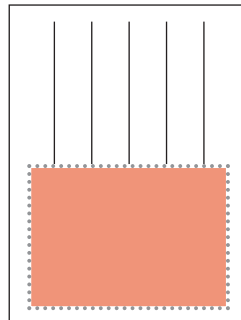
TABLOID PAGE
6 columns × 13 ½" deep
\$10,692



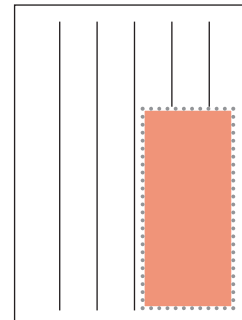
3/4 PAGE
6 columns × 10" deep
\$7,920



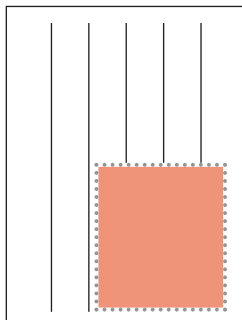
2/3 PAGE
4 columns × 13 ½" deep
\$7,128



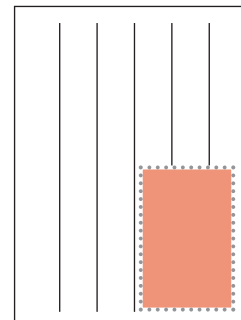
1/2 PAGE
6 columns × 6 ¾" deep
\$5,346



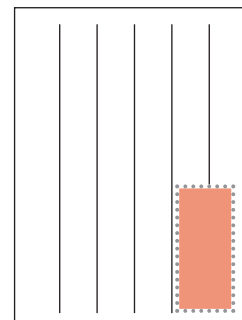
1/3 PAGE
3 columns × 9" deep
\$3,564



1/3 PAGE
4 columns × 6 ¾" deep
\$3,564

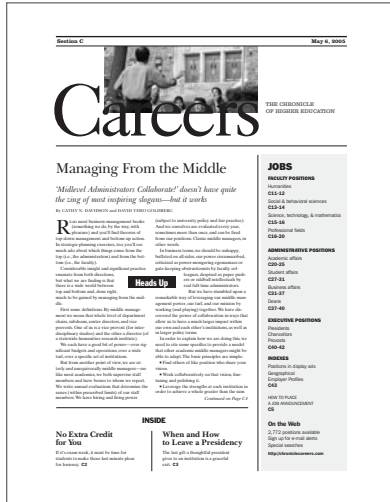


1/4 PAGE
3 columns × 6 ¾" deep
\$2,673



1/8 PAGE
2 columns × 5 ¼" deep
\$1,386

General conditions



- a. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.
- b. All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement or insertion order at any time without cause. Only the publication of an advertisement shall constitute our final acceptance of an advertiser's order.
- c. Cancellations or changes in orders must be received in writing by the advertising deadline.
- d. Positioning of advertisements is at the discretion of the publisher.
- e. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- f. The advertiser and/or its advertising agency shall be jointly and severally liable for all moneys due and payable to the publisher for advertising which the advertiser or its agency ordered and which was published.
- g. For any advertisement that we typeset but do not publish, a typesetting fee will be charged.
- h. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- i. The publisher shall have no liability for errors in box numbers, key codes, or indexing, although allowances may be made in case of publisher's error.
- j. Individuals or organizations not known to The Chronicle of Higher Education may be required to pay in advance for the first insertion.
- k. Individuals or organizations that wish to advertise their services or products must, if they are not known to us, provide a sample or brochure before the advertisement can be accepted for publication.
- l. The Chronicle will not knowingly accept any advertisements using language that indicates any preference, limitation, or discrimination based on race, color, religion (unless permitted under federal and state law), creed, sex, national origin or ancestry, marital status, status with respect to public assistance, disability, age, or sexual orientation.
- m. Because of layout and production limitations, occasionally an issue may be filled before all advertising has been accommodated. In that event The Chronicle will make a good-faith effort to accommodate advertising in the next available issue and will promptly notify clients whose advertising had to be omitted.
- n. The Chronicle reserves the right to publish electronically any advertisement published in The Chronicle of Higher Education.
- o. Any duplication of an ad published by The Chronicle without consent of The Chronicle and/or the advertiser is strictly prohibited.
- p. Unless specifically agreed to in writing by the publisher, the provisions of our rate card shall supersede and control any contrary provision of any insertion order or copy instructions.
- q. Any advertising agency that does not send camera-ready artwork for a display ad will not receive the 15% agency commission that is allowed to recognized advertising agencies that are listed in the *Standard Directory of Advertising Agencies* or are members of recognized agency associations.
- r. Ads may not contain references or links (in print or online) to other commercial job services.