

THE CHRONICLE OF HIGHER EDUCATION
Chronicle Careers

Advertising Rates 2007-8

Advertising in The Chronicle's Careers section is the best way to reach the largest, most diverse audience in higher education.

DISPLAY ADS

Rate: \$140 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 \$214 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. 4-color ads must be 20 column inches (1/4 page) or larger and have earlier ad deadlines. Please contact your account representative for more information.

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

- Up to 4 online categories per advertisement
- Discount on an Employer Profile

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

- Up to 3 online categories per advertisement
- 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.

Please see page 2 of this document for more information

LINE ADS

Rate: \$250 plus \$1.00 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. Pre-payment 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
and click "Post a Job"

By E-mail: jobs@chronicle.com

QUESTIONS:

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

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Chronicle Careers

ISSUE DATES CALENDAR

The Chronicle's print edition is published 49 times per year. Print deadlines are usually 2 p.m. Eastern time on Mondays for the following week's issue, unless otherwise noted. Remember—all ads in the print edition run online at ChronicleCareers.com free for 30 days. Your ad's free online run can start immediately if you get it to us by 3 p.m. Eastern time.

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.

	ISSUE DATE	DEADLINE
2007	September 7	Friday, August 24*
	September 14	Friday, August 31*
	September 21	September 10
	September 28	September 17
	October 5	September 24
	October 12	October 1
	October 19	October 8
	October 26	October 15
	November 2	October 22
	November 9	October 29
	November 16	November 5
	November 23	November 12
	November 30	Friday, November 16*
December 7	November 26	
December 14	December 3	
December 21	December 10	
Winter publishing break		
2008	January 11	Friday, December 21*
	January 18	January 7
	January 25	January 15
	February 1	Friday, January 18*
	February 8	January 28
	February 15	February 4
	February 22	February 11
	February 29	Friday, February 15*
	March 7	February 25
	March 14	March 3
	March 21	March 10
	March 28	March 17
	April 4	March 24
	April 11	March 31
	April 18	April 7
	April 25	April 14
	May 2	April 21
	May 9	April 28
	May 16	May 5
	May 23	May 12
	May 30	May 19
	June 6	Friday, May 23*
	June 13	June 2
	June 20	June 9
	June 27	June 16
	July 4	June 23
	July 11	June 30
July 18	July 7	
July 25	July 14	
August 1	July 21	
August 8	July 28	
August 15	August 4	
Summer publishing break		
	Almanac Issue, August 29	July 28

* Deadline is 5 p.m. Eastern time