

ADVERTISING RATES FOR FISCAL YEAR 2018-19

We will continue to utilize the one-rate structure for advertising during Fiscal Year 2018-19. All staff positions, regardless of classification and grade, will be advertised in the same publications and websites. The 2018-19 rate is \$185 (**\$10 per posting less than 2017-18**).

There are some changes from last year. Most notably, “Scholarly Hires” and “Diverse: Issues in Higher Education” are no longer part of our advertising package. “Scholarly Hires” is no longer available. “Diverse: Issues in Higher Education” is added to our “ala carte menu” option, a recruiting resource of niche websites, list-serve, and other recruiting venues such as LinkedIn and CareerBuilder.

Our one-rate structure allows:

- Exposure for all positions;
- Simplification of recruitment plans;
- Access to all of the media outlets listed;
- Cost savings to your departments; and
- Compliance with the University’s affirmative action goals.

| Media | Description | Targeted Location/Reach |
|-----------------------------|--|-------------------------|
| AL.com | <ul style="list-style-type: none"> • Alabama’s largest online audience • Targets Huntsville, Birmingham and Mobile, but also has significant reach throughout the state including Tuscaloosa and Montgomery • 8.5 million unique monthly visitors and 54 million monthly page views | Regional |
| Chronicle (WEB ONLY) | <ul style="list-style-type: none"> • No. 1 online source of news, information, and jobs for college and university faculty and administrators • Average monthly website visits: 2.5 million | National |
| DiversityJobs.com | <ul style="list-style-type: none"> • Series of diversity job sites • Posts all Auburn jobs to the state job board • 700,000 unique monthly visitors | National |
| HigherEdJobs.com | <ul style="list-style-type: none"> • Online source for news, opinion, and jobs for higher education • Average monthly website visits: 3.5 million • Average monthly unique visitors: 1.4 million | National |
| Indeed.com | <ul style="list-style-type: none"> • No. 1 job site worldwide • 200 million unique visitors per month • Available in more than 60 countries and 28 languages, covering 94 percent of global GDP | National |
| Opelika-Auburn News | <ul style="list-style-type: none"> • Auburn’s hometown newspaper and website • Circulation: 10,500 • Website: 300,000 unique monthly visitors | Local |
| RecruitMilitary | <ul style="list-style-type: none"> • The largest military-focused recruiting company in the United States • Offers employers access to more than 1 million military job seekers via services that include contingency recruiting, military job fairs, a job board, employer branding, and military base publications | National |
| Tuskegee News | <ul style="list-style-type: none"> • Minority-owned publication and website in historic Tuskegee • Print circulation is 32,000 • AU has a monthly print ad and a banner on the website | Local |