Required Advertising

It is expected that other print, web-based and direct mail/email sources will be employed in addition to the postings handled by Faculty Human Resources. **A minimum of two advertisements (one of which must be a diversity-targeted publication) and outreach to fifteen (15) contacts is required.** Advertising budgets are determined inter-departmentally and on a case by case basis.

<table>
<thead>
<tr>
<th>Outreach Ideas</th>
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<tbody>
<tr>
<td>Departments on campus that might have qualified graduates, employees or networking contacts;</td>
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<tr>
<td>Colleges and universities with similar programs;</td>
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<td>Associations, professional journals, annual association meetings, membership groups and professional organizations;</td>
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<td>Diversity focused web sites and organizations - often there is a chapter focused on diversity members within the professional association for your discipline; and</td>
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<td>Listserves, internally developed networking databases, personal contacts</td>
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All off campus advertising should include a link to the source UNR job posting as the site for the “complete position announcement.” Additionally, please remember to contact the advertising agencies to remove the postings from the web if the ads run past the close date.

**Diversity Sites**

Faculty Human Resources has assembled and continues to enhance a list of diversity websites that allow job postings. There are many more, particularly in industry specific areas. Your advertising strategy should include posting to a minimum of one site focused on outreach to under-represented groups.

**JobElephant.com**

Many third-party agencies will do the legwork for you at no additional cost. You can coordinate with these agencies to post your position in your desired publications and pay for all advertisements via one invoice. Faculty Human Resources uses JobElephant.com. If you are interested in using this service, please contact Michael Ang at michael@jobelephant.com with a list of publications you would like to advertise with. JobElephant can also provide you with suggestions based on past successes. Please remember that the Recruitment Plan in your requisition must accurately list the advertising that was done.

**Advertising Minimums**

- 2 additional print or web-based sites/publications
  - At least one of which is diversity-targeted
- 15 professional contacts, universities, list-serves
- These are minimums, for the success of your search please do more!
Advertising Help is Here!

Faculty HR has an agreement with both JobElephant.com and Graystone Group to assist in our recruitment advertising. Both agencies specialize in the design and placement of higher education recruitment advertising and will present University of Nevada, Reno in a consistent and professional manner while taking advantage of any cost savings available. This value added service is the same cost as if you sent your ad directly to the journal or publication. The advantage is the university will have consistency in our recruitment advertising. Contact Faculty Recruitment if you have questions or concerns.

The agency will reply with a proof and cost summary. If ok, approve the ad placement(s). If not, ask them to modify as appropriate. Ads will not be released without your approval.

Departments are responsible for paying for advertising and will be billed directly by the agency via one invoice. This direct billing will not change any negotiated university discounts (i.e. Chronicle).

To use JobElephant, please mail your ad request to: michael@jobelephant.com

To use Graystone Group, please mail your ad request to: ads@graystoneadv.com

Your ad request should include:

- Ad copy
- Where you want to advertise (publications/websites)
- When you want the ads to run