

## External Employment Advertising Options 2012 Newspaper, Web Site & Applicant Databases

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➤ **Academic Careers Online** (Web)

<http://www.academiccareers.com/>

Academic Careers Online includes faculty, research, postdoctoral, adjunct, administrative and senior management positions at community colleges, universities and research institutes around the world. Online search engine for academic positions.

- \$195/for 90 days

➤ **Asian Fortune** (Print)

*Asian Fortune* is an award-winning English newspaper that targets over 500,000 Asian Americans of all Asian ethnic backgrounds in the metropolitan Washington, D.C. area since 1993. The monthly publication has a circulation of 35,000 available at more than 800 outlets in the metro area.

- \$95/per column inch

➤ **Bull Run Observer** (Print)

The *Bull Run Observer* is western Prince William County's hometown newspaper published semi-monthly every other Friday to over 46,000 households and growing.

- \$22.50/per column inch

➤ **Craigslist.com** (Web)

<http://washingtondc.craigslist.org/jjj/>

Craigslist.com serves over 570 cities in 50 countries worldwide, hosts over a million new job listings each month, and gets over 20 billion page views monthly.

- \$25/per category for 30 days

➤ **Diverse Issues in Higher Education** (Print/Web)

<http://www.diversejobs.net/>

*Diverse Issues in Higher Education* is published semi-monthly covering relevant topics for diverse academic professionals in higher education.

- Web-only: \$235 for four weeks
- \$170/per column inch (print ads include a 30-day online ad beginning the date of first print publication.)

➤ **Examiner Newspaper** (Web)

<http://washingtonexaminer.com/>

The *Examiner* is a daily, home-delivered local newspaper with emphasis on international, national, and more in-depth local news. Monday-Friday daily editions with a Sunday paper delivered on Saturday. The newspaper has local circulations in Northern Virginia, D.C. and southern Maryland.

- \$12.00/per line
- \$144.00/per column inch

➤ **HigherEdJobs.com** (Web)

<http://www.higheredjobs.com/>

*HigherEdJobs.com* was founded in 1996 to list open positions at colleges and universities. Today, HigherEdJobs.com has one of the largest job databases focused exclusively on college and university positions. Through a special service, all of Mason's active external job openings will be listed on this site at no cost to the requesting department.

- Free (Fairfax campus only)
- \$180 for up to 60 days

➤ **Higher Education Recruiting Consortium (HERC)**

<http://www.midatlanticherc.org>

Through the sharing of information and resources, the *Mid-Atlantic HERC* supports its member institutions in attracting outstanding faculty, administrators, and staff. Through a special service, all of Mason's active external job openings will be listed on this site at no cost to the requesting department.

- Free

➤ **Hispanic Outlook in Higher Education** (Print/Web)

<http://www.hispanicoutlook.com/listings.htm>

*Hispanic Outlook in Higher Education* is published semi-monthly and reports on today's college campuses that reach a broad cultural audience of educators, administrators, students, student service and community-based organizations, and corporations.

- Web-only: \$195 for 30 days
- \$140/per column inch (print ads include a free 30-day online ad)

➤ **Insidehighered.com** (Web)

<http://www.insidehighered.com/careers>

*InsideHigherEd.com* is a daily news and commentary Web site for people who work in higher education. With more than 350,000 monthly readers, the site is also higher education's most innovative recruiting resource.

- \$210 for 30 days
- \$375 for 60 days

➤ **Monster.com** (Web)

<http://www.monster.com/>

Monster.com is an online search engine for employers and job seekers both nationally and internationally. Monster.com provides a very large medium in which to attract specific job applicants for higher education. Note: Monster.com administers the online ads for the *New York Times*.

- \$285 for 60 days (includes Mason's discount)

➤ **ScholarlyHires.com** (Web)

<http://www.scholarlyhires.com/>

ScholarlyHires.com is a time-efficient and cost-effective academic job posting site, delivering 2011 technology at 1999 prices. The uniquely powerful keyword-based search engine helps applicants find your job postings much easier, both on-site and off-site including administrative staff, faculty and postdoctoral positions.

- \$70 for 180 days (up to 10 categories)

➤ **Science Magazine** (Print/Web)

<http://sciencecareers.sciencemag.org/>

*The American Association for the Advancement of Science* (AAAS) is the largest general scientific organization in the world. *Science* magazine, the AAAS scholarly journal, has earned the respect of the world's premier scientists. *Science* is published weekly and has a global print readership exceeding 700,000.

- Web-only: \$425 for eight weeks
- \$52/per line (10-line minimum), with the option of an eight-week Web component for \$200
- 1/6 of a page: \$2,817, with the option of an eight-week Web component for \$200

➤ **Sun Gazette Newspaper** (Print)

<http://www.sungazette.net/>

The *Sun Gazette* newspaper reaches over 75,000 of Northern Virginia's most sought after residents in Arlington County, Falls Church, McLean, Great Falls, Tysons Corner, Oakton and Vienna. This weekly newspaper is published every Thursday. A 30-day Web ad is included with any print insertion.

- \$2.20/per line
- \$30.80/per column inch

➤ **The Chronicle of Higher Education** (Print)

*The Chronicle of Higher Education* is the number one source of news, information and jobs for college and university faculty members and administrators. *The Chronicle* is an informative academic/higher education newspaper published every Friday (summer schedule differs).

- \$129.20/per column inch (this includes Mason's special 15 percent discount), includes a 30-day run online with up to two categories at no additional charge (each additional category after two will be \$25 more). A further 25 percent discount will apply each time the same print ad is rerun within the next four issues after the first insertion. To receive the repeat discount, ads must be 10 column inches or larger.

➤ **The Chronicle of Higher Education** (Web)

<http://chronicle.com/jobs/>

- \$285/for 30 days with up to two categories at no additional charge

➤ **Times Community Newspaper** (Print)

The *Times Community* newspapers are a group of seven contiguous Northern Virginia newspapers with a combined circulation exceeding 240,000, featuring "local, local" print and Internet news of each community served. The Times Community newspapers include the *Culpeper Times*, *Fairfax County Times*, *Fauquier Times-Democrat*, *Fauquier Times-Democrat Weekend*, *Loudoun Times-Mirror*, *Gainesville Times* and the *Rappahannock News*. The *Fairfax County Times* and the *Loudoun Times-Mirror* are published every Wednesday.

- \$72.00/per column inch (Fairfax/Loudoun area papers)

➤ **Virginiajobnetwork.com** (Web)

<http://www.virginiajobnetwork.com/>

VirginiaJobNetwork.com is a search engine that concentrates on local jobs, local candidates and local services. It is the premier employment and recruiting service for the state of Virginia. Advertisement area covers Virginia and Washington, D.C.

- \$178.50 for 60 days (includes Mason's discount)

➤ **Washington Post** (Print)

The *Washington Post* is a daily newspaper in the District of Columbia, Maryland and Virginia areas with national and international acclaim. The *Washington Post* is an outstanding source to advertise positions through printed classified ads.

- \$18.10/per line (Sunday rate)
- \$192/per column inch (Sunday rate)

➤ **Washington Post** (Web)

[http://www.washingtonpost.com/wl/jobs/home?nid=roll\\_findajob](http://www.washingtonpost.com/wl/jobs/home?nid=roll_findajob)

Mason's contract with the *Washington Post* displays our 99 most recent faculty and classified job openings on WashingtonPost.com at no cost to the requesting department! Mason's WashingtonPost.com ads get uploaded three times a week.

- Free

➤ **Women in Higher Education** (Print/Web)

<http://www.wihe.com/positionOpenings.jsp>

*Women in Higher Education* is a monthly publication that researches thousands of women leaders on campuses all over the U.S. and Canada, and worldwide on the Internet.

- Web-only: \$210 for 30 days
- 1/6 of a page: \$540 (includes 30-day Web ad)

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## Applicant Databases

(Note: Applicant databases cannot be used for classified staff searches.)

➤ **Ford Foundation Diversity Fellowships**

<http://www7.nationalacademies.org/FORDfellowships/>

The Ford Foundation Diversity Fellowships allows Mason free access to approximately 2,400 current and previous Ford Fellows. The directory will allow searches based on discipline and academic rank. There is also a Conference of Ford Fellows that can serve as a recruiting source.

- Free Database Link:  
<http://nrc58.nas.edu/FordFellowDirect/Main/Main.aspx>

➤ **The Leadership Alliance**

<http://theleadershipalliance.org/matriarch/default.asp>

The Leadership Alliance is an academic consortium of 33 institutions of higher learning, including leading research and teaching colleges and universities. The mission of the Leadership Alliance is to develop underrepresented students of the sciences into outstanding leaders and role models in academia, business and the public sector.

- The Alliance allows free access to their "Emerging Ph.D.'s Yearbook"

➤ **The Minority & Women Doctoral Directory (MWDD)**

<http://www.mwdd.com/>

The Minority & Women Doctoral Directory is a registry that is updated each summer. It contains approximately 4,900 Black, Hispanic, American Indian, Asian American and Women students and faculty in nearly 80 fields in the sciences, engineering, social sciences and the humanities.

Updated: 2/16/2012

- The directory is available in a two volume set for \$440 or can be ordered by department/discipline from approximately \$70-\$115 per department.