












## Media Advertising Sources for Recruiting Diverse Faculty




The following chart addresses specialty advertising sources and efforts to facilitate the generation of diverse faculty application pools. There is a brief description of each recruitment resource and you can click onto their web sites or contact them for more specific information.





 Web Site Only
  Periodical Only
  Web Site and Periodical





Circulation Source	Contact Information	Readership Target	Readership Numbers	Price Ranges
 <a href="#">Affirmative Action Register</a>	8356 Olive Blvd. St. Louis, MO 63132 (314)991-1335 (800)537-0665 Fax (314)997-1788 <a href="mailto:aareeo@concentric.net">aareeo@concentric.net</a>	Organizations, departments, placement offices, and other locations identified as centers of concentration of female, minority, disabled and veteran individuals.	Print form--free circulation of approximately 60,000. Web site--access to all 20 million daily users of the Web.	Full page--\$2300 Minimum ad size--\$90
 <a href="#">American Indian Higher Education Consortium</a>	121 Oronoco Street Alexandria, Virginia 22314 (703)838-0400 Fax (703)838-0388 <a href="mailto:aihec@aihec.org">aihec@aihec.org</a>	Native American Tribal Colleges as well as general institutions of higher education.	AIHEC represents 31 colleges in the United States and one Canadian institution.	

 <p><a href="#">Asian-American Village</a></p>	<p>504-598-3357  <a href="mailto:sales@iminoities.com">sales@iminoities.com</a></p>	<p>Provides cutting-edge information on career resources for Asian- American collegians. Job search strategies, graduate school opportunities, career and industry reports are abundantly explored.</p>	<p>Focuses on underrepresented minority groups. Over 350 members. Links with over 800 college/ university campus career centers and over 500 minority organizations.</p>	<p>\$150 per job posting                  \$160 if they post the job for you</p>
 <p><a href="#">Black Collegian Online</a></p>	<p>504-598-3357  <a href="mailto:sales@iminoities.com">sales@iminoities.com</a></p>	<p>Provides cutting-edge information on career resources for Black collegians. Job search strategies, graduate school opportunities, career and industry reports are abundantly explored.</p>	<p>Focuses on underrepresented minority groups. Over 350 members. Links with over 800 college/ university campus career centers and over 500 minority organizations.</p>	<p>\$150 per job posting                  \$160 if they post the job for you</p>
 <p><a href="#">Chronicle of Higher Education</a></p>	<p>1255 23rd St, N. W.                  Washington, D.C. 20037  <a href="mailto:jobs@chronicle.com">jobs@chronicle.com</a>                  Fax 202-296-2691</p>	<p>The Chronicle is the academic world's No. 1 source of news and information.</p>	<p>Published weekly and read by more than 400,000 college and university administrators and faculty members.</p>	<p>\$101 per column inch-boxed                  \$1.95 per oword for alphabetical line blind boxed add \$25</p>

 <p><a href="#">DiversiLink</a>  <a href="#">Employment</a>  <a href="#">Web Site</a></p>	<p><a href="mailto:sales@diversilink.com">sales@diversilink.com</a>          650-962-0235          Fax 408-273-6467          Mailing Address:          IHRS, PMB 360          801 W. El Camino Real          Mountain View, CA          94040-2511</p>	<p>Seeks to become a centralized employment web site for individuals of various ethnicity. We do this by establishing specific ethnic groups and a broad range of disciplines. Targets nearly 2,000 professionals and 6,000 students.</p>	<p>4,000 visitors in September 2000.</p>	<p>\$125 per month</p>
 <p><a href="#">Education</a>  <a href="#">Week</a></p>	<p>6935 Arlington Road          Suite 100          Bethesda, MD 20814          301-280-3100          Fax 301-280-3250  <a href="mailto:jobs@epe.org">jobs@epe.org</a></p>	<p>The only national newspaper for K-12 educators. Education Week readers are the top school administrators and educators throughout the country.</p>	<p>Access to more than 200,000 weekly readers who are able to act on your message (readers who are qualified and looking to apply for the position you are advertising).</p>	<p>\$95 per column inch          \$1.70 pre word Box Number Service \$25 per insertion</p>
 <p>Equal          Opportunity          Employment          Journal</p>	<p>3135 S. 48th St.          Suite 104          Tempe, AZ 85282          1-800-396-3373          Fax 1-800-293-3408</p>	<p>Primary concern is to include all ethnic backgrounds and full diversity in our efforts to support the equality and advancement of all people.</p>	<p>Distributed every month to colleges, universities, technical schools, professional recruiting agencies, members of congress, and other institutions.</p>	<p>Full Page--          \$3400 3-3/4 X          2--\$395</p>
 <p><a href="#">Feminist</a>  <a href="#">Career Center</a></p>	<p>1600 Wilson Blvd.          Suite 801          Arlington, VA 22209</p>	<p>Created to help feminist employers and feminist job seekers find each other.</p>	<p>Supported by more than 100,000 women and men.</p>	<p>\$35 dues per year</p>

 <a href="http://Gaywork.com">Gaywork.com</a>		<p>If you have a strong desire to hire the best and brightest regardless of their gender, sexual orientation or national origin, then Gaywork.com is for you.</p>	<p>No information on the number of hits at this site. It is a new site.</p>	<p>\$24.95 for 90 days</p>
 <a href="http://Hispanic-American Village">Hispanic-American Village</a>	<p>504-598-3357  <a href="mailto:sales@iminoities.com">sales@iminoities.com</a></p>	<p>Provides cutting-edge information on career resources for Hispanic-American collegians. Job search strategies, graduate school opportunities, career and industry reports are abundantly explored.</p>	<p>Focuses on underrepresented minority groups. Over 350 members. Links with over 800 college/ university campus career centers and over 500 minority organizations.</p>	<p>\$150 per job posting.          \$160 if they post the job for you.</p>
 <a href="http://The Hispanic Outlook in Higher Education">The Hispanic Outlook in Higher Education</a>	<p>Advertising Sales Assoc.          201-587-8800 Ext. 102          Fax 201-587-9105</p>	<p>--Northwest 12%          Northeast 41%          Southwest 33%          Southeast 14%          --Higher Education 90.5%          Other than Higher Education 9.5%          --Presidents 14%          Provosts 16%          Public Relations 5%          Human Resources 13%          Diversity 23%          Librarians 10%</p>	<p>Readership over 28,000</p>	<p>Full page \$1,850 1/12 page \$315</p>

		Deans and Faculty 9.5% Corporation COE 9.5%		
 <a href="#">Hispanic Magazine</a>	999 Ponce de Leon Boulevard, Suite 600 Coral Gables, Florida 33134 Tel: (305) 442-2462 Fax: (305) 774-3578	Hispanic community worldwide	National circulation of 250,000	Full \$10,430 1/3 \$7,485
 <a href="#">Idaho Unido</a>	556 S. 6th Ave. Pocatello, ID 83201 208-234-7383 <a href="mailto:Idaho@Unido.com">Idaho@Unido.com</a>	Mission is to provide important information to the members of the Idaho Hispanic community.	500 per issue	\$50 for 1/16 of a page
 <a href="#">The Journal of Blacks in Higher Education</a>	200 W. 57th St., 15th Floor New York, NY 10019 212-399-1084 Fax 212-245-1973	Provides academic opportunities and progress of African-Americans at nation's colleges and universities.	10,000 + of nation's leading faculty and administrators	Full pag--- \$1,275 1/12 page--\$195
 <a href="#">Native-American Village</a>	504-598-3357 <a href="mailto:sales@iminoities.com">sales@iminoities.com</a>	Provides cutting-edge information on career resources for Native-American collegians. Job search strategies, graduate school opportunities, career and industry reports are abundantly explored	Focuses on underrepresented minority groups. Over 350 members. Links with over 800 college/ university campus career centers and over 500 minority organizations.	\$150 per job posting. \$160 if they post the job for you

 <a href="#">Saludos Web Site</a>	73-121 Fred Waring Dr., Suite 100, Palm Desert, CA 92260 1-800-371-4456 760-776-1206 Fax 760-776-1214 <a href="mailto:info@saludos.com">info@saludos.com</a>	Aids in recruiting bilingual Hispanic professionals	Receives thousands of resumes from Hispanic college graduates who are bilingual and multicultural	\$99 for one-month via e-mail (\$129 for two months) \$119 for one-month via fax (\$149 for two months)
 <a href="#">Sho-Ban News</a>	P.O. Box 900 Fort Hall, ID 83203 208-238-3887/3701 <a href="mailto:shobnews@ida.net">shobnews@ida.net</a>	98% of readership is in the Fort Hall, Tyhee, Chubbuck, Pocatello and Blackfoot area	Fort Hall population--5,114 Median income--\$14,000	Classified section--\$6 per inch
 <a href="#">University Faculty Voice</a>	P.O. Box 8387 Houston, TX 77288-8387 713-521-1999 Fax 713-521-1981 <a href="mailto:hbcu@facultyvoice.com">hbcu@facultyvoice.com</a>	Historically black colleges and universities--mostly southeast	Over 10,000 monthly	1 page \$3,000 1/32 page \$109
 <a href="#">Women in Higher Education</a>	Director 1934 Monroe Street Madison, WI 53711 608-251-3232 Fax 608-284-0601 <a href="mailto:career@wihe.com">career@wihe.com</a>	About 65% are on four-year campuses and 35% on two-year campuses. About 60% of the campuses have more than 5,000 students, while 40% have fewer. About 60% list the job opportunities offered each month as a major reason for their subscribing.	12,000 women readers each month	One-quarter page \$430 includes web Full page--\$930 includes web

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