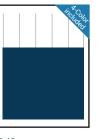
2020 Print Packages Rate Card

Your print ad includes a 60-day online job posting on Careers.Chronicle.com. All display ads also include a premium enhancements package.



Full page \$14,185 10.25" × 13.5"

(260 × 343mm) wordcount: 2000



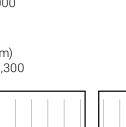
2/3 page \$9,650 HORIZONTAL: 10.25" × 9" (260 × 229mm) wordcount: 1.380

VERTICAL: 6.75" × 13.5" $(171 \times 343 \text{mm})$ wordcount: 1.680



1/2 page \$7,380 HORIZONTAL: 10.25" × 6.5" $(260 \times 165 \text{mm})$ wordcount: 900 VERTICAL ·

> 5" × 13.5" (127 × 343mm) wordcount: 1.300



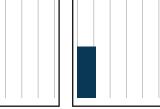
5/16 page

6.75" × 8.5"

(171 × 224mm)

wordcount: 950

\$6,290



4-Color +\$200 2" x 5" (51 x 127mm) wordcount: 275

1/9 page \$2.090

3/10 page

 $(127 \times 254 \text{mm})$

wordcount: 905

\$5,615 5" × 10"

> 4-Color +\$200 3.375" × 4.5" (86 × 114mm) wordcount: 240

4-Color +\$200 3.375" × 3.25" (86 × 83mm) wordcount: 100

THE CHRONICLE OF HIGHER EDUCATION.

Print line ads + online

Line ad \$435, plus \$2 per word

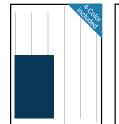
Line ad plus \$636, plus \$2 per word

Print frequency discount package

6 - 14 ads/year 10% (Must place 6 ads minimum to receive discount)

15+ ads/year 15% (Must place 15 ads minimum to receive discount)

> **Contact your Chronicle** sales representative for a quote today at jobs@chronicle.com or 202-466-1050.



7/24 page \$4,610

5" × 8" (127 × 203mm) wordcount: 700 1/4 page 1/5 page \$3,935 HORIZONTAL: 5" × 6.5"

 $(127 \times 165 \text{mm})$ wordcount: 540

VERTICAL: 3.375" × 10" (86 × 254mm) wordcount: 650

\$3,350 5" × 5.5"

4-Color +\$200 $(127 \times 140 \text{ mm})$ wordcount: 410

1/6 page 1/8 page \$2.760 \$2,255

4-Color +\$200 HORIZONTAL: 5" × 4.25" (127 × 108mm)

wordcount: 305 VERTICAL: 3.375" × 6.5"

(86 × 165mm) wordcount: 385

1/12 page \$1,670

1/3 page

HORIZONTAL ·

(127 × 229mm)

wordcount: 840

VERTICAL:

3.375" × 13.5"

(86 × 343mm)

wordcount: 1,000

\$5,110

5" × 9"



Online Packages Rate Card

All ads include a 60-day online job ad, with two complimentary job categories for better search results.

Online Packages

Basic job posting \$435	Job posting plus \$636	
Diversity boost	High visibility	Premium exposure
\$634	\$665	\$935

High-Volume Packages

3-post package \$1,175*

Multiple job-postings package

Ads	5x	10x	15x	25x
Price	\$1,850	\$3,480	\$4,895	\$7,070
Price per ad	\$370	\$348	\$326	\$283

Unlimited posting packages

Contact your representative for pricing at jobs@chronicle.com

Online Enhancements

Select two or more premium enhancements and receive 15% off each

Newsletter Ad

FrequencyAcademe TodayChronicleVitae DigePriceDailyWeeklyJob ad appearance1 day1 day
--

Top jobs \$258	
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Sponsored jobs

Distribution networks**

Diversity	Information Technology	Health & Medical
\$199	\$199	\$199



Instantly post, manage, and track your job ads. **Visit Hire.Chronicle.com**

*No agency commission, price is net.

**Discount in price has been included. 15% offer does not apply.

Note: Web packages must be prepaid and are not refundable.

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Online Products

Place your job ads in front of online readers who consume our award-winning content every day. Choose from our most popular job posting packages.

Online Job Ad 60 days on our job board on Careers.Chronicle.com (includes metrics dashboard)	Basic Job Posting	Diversity Boost	High Visibility	Premium Exposure
Diversity Network Online job ad featured on diversity partner sites		\checkmark		~
The Chronicle's Daily Newsletter One-time placement in Academe Today, sent to 200,000+ subscribers			\checkmark	\checkmark
Sponsored Job Appear as one of the first three jobs seen on Careers.Chronicle.com's job-board search results			~	~
Top Job Placement in a prominent section on Chronicle.com's home page and content pages				

Online job ad



Sponsored jobs

 Find Jobs 						
		Faculty	y & Research jobs			
		- F				
KZYWORDS		1 - 25 ef 4636	The Shulman Chair of Digital Innovation Stevens Institute of Technology, New Jersey (Posted 04/25/27)			
Keywords or "Exact Phrases"		The States				
٩		Assistantille	University at Albany, New York (Posted 07/05/17)			
Date Pactor Teday (38)		University M.A.	Respiratory Therapy Distance Education Instructor/Coordinator (Position #FO			
Last 7 days (431)		Respiratory 2 Surgrant Re	J. Sargeant Reynolds Community College, Virginia (Posted 05/28/17)			
Last 24 days (838) Last 20 days (2646)		TEGAY				
POSITION TYPE			Nellan Pesidectoral Pellawship in the Humanikes in Contex (Minerity of Promphasia (Israely Pene Humanikes Forun), Peneghania (Israel			
Faculty & Research		0114103				
Nealth & Medicine (338%)	-	Multiple Posts				

Top jobs

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a result of policies that int outsiders stage events on campus.		Director of Financial Aid & Scholarships University of North Texas at Dallas
Jobson Vitae Search LOB apportunities	109.30	Director, Counseling and Psychological Servic
seguest an position thet Tecuity & Research - Administrative - Executive	Vice Pr Aberta	Vaden Health Center, Stanford University
SEARCH BY KEYWORD	Director, C	Counciling and Psychological Services
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Diversity network



The Chronicle's daily e-newsletter

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Job Opportunities

Program Director BSN Nursing Mercy College of Ohio

Friends of Perimeter Institute-Fundraising Consultant Perimeter Institute for Theoretical Physics

Print Packages

Reach the most sought-after candidates and advance your institution's brand.

Print	Line Ad	Line Ad Plus	Display Ad
Text Print Job Ad A one-time black-and-white text print ad in The Chronicle's weekly publication	\checkmark	~	~
Color, Logos, and Images Ensure your print job ad stands out with bold colors and graphics			~
Online			
Online Job Ad 60 days on our job board on Careers.Chronicle.com (includes metrics dashboard)	\checkmark	\checkmark	\checkmark
The Chronicle's Daily Newsletter One-time placement in Academe Today, sent to 200,000+ subscribers			\checkmark
Sponsored Job Appear as one of the first three jobs seen on Careers.Chronicle.com's job-board search results		\checkmark	~
Top Job Placement in a prominent section on Chronicle.com's home page and Careers.Chronicle.com's job board		✓	
Chronicle Careers Digest Appear One-time placement in the weekly newsletter dedicated to serving career			

Display Ad



ChronicleVitae



Chronicle Careers Digest

Job Opportunities Full-time Faculty Positions Honoik University POLONSKY POSTDOCTORAL FELLOWSHIPS The Van Leer Jerusaiem Institute

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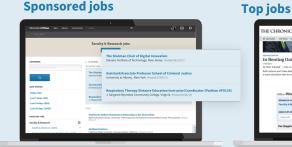
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Online job ad



management needs of higher ed professionals

Sponsored jobs



HE CHRONICLE OF HIGHER EDUCATION

1000 ting Out Space, Do Colleges Invite Tre Vice President for Enrollment Management Albertus Magnus College Director of Financial Aid & Scholarship University of North Texas at Dallas Director, Counseling and Psychological Services Vadeo Health Center, Stanford Lin

Print Specs

Print job ad deadlines are 12 p.m. Eastern time the Monday of the week prior to the issue date, unless otherwise noted. We do not hold space—all materials, including artwork, must be submitted by the deadline date.

Materials Specifications

The Chronicle is printed by non-heatset process in tabloid format on 35-lb. premium groundwood paper.

» Method of binding: Folded, stitched

» Publication trim size: 10.75" wide, 14.375" deep

(273x365mm) Five columns per page.

» Type-page size:

9.5" wide, x 12.375" deep. (241x314mm)

» Column widths:

Two columns, 3.7" (94mm). Three columns, 5.65" (143mm). Four columns, 7.57" (192mm). Five columns, 9.5"(314mm).

» Depth of column:

12.375 inches (314mm).

» Acceptable materials: The Chronicle accepts black-and-white and four-color camera-ready materials in high resolution PDF format. If you are unable to submit your black-and-white ad in electronic format, subject to the specifications below, we can typeset your ad at no additional charge. We do not offer typesetting services for four-color ads. Ads to be designed by The Chronicle will require upfront submission of an approved client logo and any associated images.

- » Press gain: Our expected press gain of 20% should be taken into consideration when preparing both black-and-white and four-color materials.
- » Color: Color ads must be four-color process only. No PMS or RGB colors can be used. The maximum color density is 240.
- » Type: We recommend using at least 8-point sans-serif type when reversing type out of one color and at least 10-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 12.5-point sans-serif type (bold or medium-weight).

Digital Ad Submissions

- » File formats: PDF files (Adobe Acrobat, high-resolution press quality). The document must be set to the ad size.
- » **Images:** Halftone images should be 300 dpi and line art images should be 600-1200 dpi. Prepare color images as CMYK.
- **» Fonts:** PDFs that contain OpenType or Adobe Type 1 fonts are acceptable. We cannot accept PDFs that contain TruType fonts, and reserve the right to substitute our fonts in files that contain TruType fonts.
- » Color-correcting: The Chronicle will not color correct digital ads without authorization. We will, however, use our internal settings, which are optimized for newspaper printing, when processing digital ads.
- » Method of delivery: Digital ads may be submitted via e-mail to jobs@chronicle.com. For instructions on sending ads via FTP, send an e-mail to jobs@chronicle.com or call (202) 466-1050.

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