

# Advertising Services

HYA Associates work with their clients to consider the many approaches to advertising vacant position(s). The HYA staff creates and coordinates all advertisements at the Board's direction. The National Plan ensures exposure in the most frequently read print, e-publication journals, and job boards of educational leaders across the country. HYA has created other more focused advertisement options for the Board to consider as add-ons to the National Plan, including state and region-specific options. Whatever the Board chooses, HYA staff will write, place, and coordinate all the details.

Package 1 - \$1950	Package 2 - \$2750	Package 3 - \$5000
HYA group print ad in Ed Week	Two HYA group print ads in Ed Week	Monthly HYA group print ad in Ed Week for length of search
Online listing on EdWeek's TopSchoolJobs site for 30 days	Online listing on EdWeek's TopSchoolJobs site for 30 days	Dedicated District specific print ad in Ed Week
Online Showcased ad on EdWeek and TopSchoolJobs homepages for 7 days	Online Showcased ad on EdWeek and TopSchoolJobs homepages for 7 days	Online listing on EdWeek's TopSchoolJobs site for 30 days
Online listing on AASA's site for 30 days	Online listing on AASA's site for 30 days	Online Showcased ad on EdWeek and TopSchoolJobs homepages for 7 days
Posted on ECRA, Twitter, and LinkedIn	Online Spotlight and Preferred upgrades on AASA's Site for 30 days	Online listing on AASA's site for 30 days
	Posted on ECRA, Twitter, and LinkedIn	Online Spotlight, Preferred, and Featured upgrades on AASA's Site for 30 days
		Posted on ECRA, Twitter, and LinkedIn



## Options to Complement the Advertising Packages

(Choose as many as desired.)

### Careerbuilder Network - \$500

Careerbuilder ad, linked to ASCD job ramp (Association for Supervision and Curriculum Development) for 30 days

### ALAS & NABSE - \$520

Association of Latino Administrators and Superintendents (ALAS) for 6 weeks online, push on ALAS apps

National Alliance of Black School Educators (NABSE) for 30 days

### LinkedIn - \$720

LinkedIn listing for 30 days

## Regional Packages

(Choose one of the following.)

### California - \$1053

2 advertisements (5X4) in EdCal/ACSA (Association of CA School Administrators), print and e-publication

CALSA (CA Association of Latino Superintendents and Administrators) online advertisement for 30 days

Posted on ECRA, Twitter, and LinkedIn

### Northeast - \$780

NJASA (New Jersey Association of School Administrators)

NYSCOSS (New York State Council of School Superintendent) online and newsletter

CAPSS (Connecticut Association of Public School Superintendents)

Posted on ECRA, Twitter, and LinkedIn

### State Specific - Quoted

Three state association advertisements as decided by the associate and the board

Posted on ECRA, Twitter, and LinkedIn