

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 HYA packages ensure 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 - \$1,999	Package 2 - \$3,025
One HYA group ad in Ed Week's print publication	Two HYA group ads in Ed Week's print publication
Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades	Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepage's for EdWeek and TopSchoolJobs for 7 days
Posting on the HYA Active Searches website	Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades
Milestone search updates on HYA's Facebook, LinkedIn, and Twitter	Posting on the HYA Active Searches website
Online listing on K12JobSpot for the length of the search	Milestone search updates on HYA's Facebook, LinkedIn, and Twitter Online listing on K12JobSpot for the length of the search

Package 3 - \$6,320
Listing in the HYA group ads in Ed Week's print publication for the length of the search
Dedicated District specific ad in Ed Week's print publication
Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepage's for EdWeek and TopSchoolJobs for 7 days
Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades
Posting on the HYA Active Searches website
Milestone search updates on HYA's Facebook, LinkedIn, and Twitter Online listing on K12JobSpot for the length of the search



Options to Complement the Advertising Packages

(Choose as many as desired.)

Careerbuilder Network - \$488

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

Custom

Quoted price is based on number of Associations and frequency of ads to place

Regional Packages

(Regional packages give your vacancy additional exposure in a specific geographic region. National Advertising, as detailed in packages 1, 2, and 3, should still be considered.)

California - \$1,050

2 advertisements in the ACSA (Association of California School Administrators) EdCal CareerConnect print and 7 days online

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

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search

Northeast - \$1,050

NJASA (New Jersey Association of School Administrators)

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

CAPSS (Connecticut Association of Public School Superintendents)

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search

