

# 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

One HYA group ad in Ed Week's print publication

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

## Package 2 - \$3,025

Two HYA group ads in Ed Week's print publication

Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepages 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

## 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 homepages 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

**SUPERINTENDENT**  
YOUR DISTRICT NAME  
CITY, STATE | [www.district.org](http://www.district.org)

An Equal Opportunity Employer  
**HYA** AWARD WINNING SEARCH ASSOCIATES

YOUR DISTRICT is a vibrant community, approximately 30 miles from downtown, with the community boasts close proximity to some of the finest cultural and recreational opportunities in the world. City Name has easy access to major parkways and extends southward into marshland and waterfront property. YOUR DISTRICT enrolls approximately 5,000 students, who represent the culturally diverse families residing in City Name. The Board of Education is seeking an outstanding leader for the position of Superintendent, effective on, or about, July 1, 2019. The ideal candidate should have high expectations for all students and the leadership skills to guide the school community in preparing its young people to become high achieving and contributing citizens of the nation and the world.

District Name is characterized by:

- The celebration of diversity as a part of the education of young people to become global citizens.
- All outstanding faculty, staff and administration.
- A commitment to provide an inclusive and nurturing environment for all of its students.
- Award winning students in academics, the arts and athletics.

1475 E. Woodfield Rd., 11th Fl., Schaumburg, IL 60197 | 815-724-8845  
For more information and to apply, go to [www.tyasaearch.com](http://www.tyasaearch.com)

## 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

