

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.

Included in the consulting fee for all HYA clients is advertising on the HYA Active Searches webpage and social media accounts - Facebook, LinkedIn and Twitter. The HYA Active Searches webpage averages 25,000 views per month and is a clickable list that leads its viewers to a separate page fully dedicated to your search.

Package 1 - \$2,150

One HYA group ad in Ed Week's print publication

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades

Package 2 - \$3,400

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

Package 3 - \$6,650

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



SUPERINTENDENT
YOUR DISTRICT NAME
City, State | www.district.org

An Equal Opportunity Employer

HYA HAZARD FREE ASSOCIATES

YOUR DISTRICT is a vibrant community, approximately 30 miles from downtown. 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 Sample is characterized by:

- The celebration of diversity as a part of the education of young people to become global citizens.
- An 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., 140 Fl., Schaumburg, IL 60173 | 847-724-8465

For more information and to apply, go to www.hyasearch.com

Options to Complement the Advertising Packages

(Choose as many as desired.)

Careerbuilder Network - \$488	ALAS & NABSE - \$520	Custom
<p>Careerbuilder ad, linked to ASCD job ramp (Association for Supervision and Curriculum Development) for 30 days</p>	<p>Association of Latino Administrators and Superintendents (ALAS) for 6 weeks online, push on ALAS apps</p> <hr/> <p>National Alliance of Black School Educators (NABSE) for 30 days</p>	<p>Quoted price is based on number of Associations and frequency of ads to place</p>

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	Northeast - \$1,050
<p>2 advertisements in the ACSA (Association of California School Administrators) EdCal CareerConnect print and 7 days online</p>	<p>NJASA (New Jersey Association of School Administrators)</p>
<p>CALSA (California Association of Latino Superintendents and Administrators) online advertisement for 30 days</p>	<p>NYSCOSS (New York State Council of School Superintendents) online and newsletter</p>
	<p>CAPSS (Connecticut Association of Public School Superintendents)</p>

