## HYA Signature Search Process

# **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

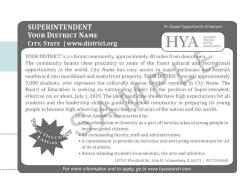
#### Package 3 - \$6,650

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



# 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

#### 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)

