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2011-2012 Media Kit

661 South Ave, Suite 204

Rochester, NY 14620

ads@thehbcujobsite.com

Jobs that capture the legacy, uphold the tradition, and forge the future....

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About Us

TheHBCUjobsite.com lists jobs at the nation's Historically Black Colleges and Universities (HBCUs) - *jobs that capture the legacy, uphold the tradition, and forge the future of HBCUs*. Additionally, we encourage companies to post positions if they are interested in connecting with HBCU students and graduates.

We envisioned a site where the nation's HBCUs would post their jobs at one central location:

increasing the visibility of HBCUs and the jobs at HBCUs;

increasing applicant pools for preferred positions;

making it convenient for professionals and educators interested in employment at HBCUs and the organizations that exist to support their missions; and,

advertising HBCU jobs at reduced rates in comparison to other higher education job boards.

Later we decided to expand our mission as we thought it would be useful to house jobs for companies to connect with HBCU students and graduates.

We hope you find our employment and recruitment tools helpful!

TheHBCUjobsite.com is powered by Harris, Mitchell & Co. Investment Group, LLP (HMCIG). HMCIG was founded in June 2006 and established under the laws of the Commonwealth of Virginia. To find out more about HMCIG please visit www.hmcig.com.

Subscriptions, Job Postings & Resume Searches

You can post on our site 24 hours a day, 7 days a week, 365 days a year using our self-service posting feature. The site is great for institutional subscriptions with unlimited job postings, as well as individual job postings. You can also recruit for positions at your institution by subscribing to our resume search database. Again, your profile is self-serviced so you can edit jobs, post jobs, and remove jobs at your convenience.

To get started, follow these simple steps:

- 1) Go to www.TheHBCUjobsite.com
- 2) Get registered
- 3) Select create your job posting, buy job subscription, or buy resume subscription
- 4) Enter the details of the job posting
- 5) Post your job

Site features include:

- ✓ My account control panel
- ✓ Manage profile
- ✓ Update profile
- ✓ Retrieve password
- ✓ Set privacy preferences including anonymous
- ✓ Create, edit and view ad postings
- ✓ Run, stop, delete, and extend ad postings
- ✓ Set email alert notices for ads of interest
- ✓ Automatic expired ad notices
- ✓ Manage your logo(s)
- ✓ Renew subscriptions
- ✓ Refer a friend

Display Advertisements

Display advertisements are available on the site's home page and every category (including subcategories) page on the site. Your display advertisement includes a link to your website and 4 meta tags.

Note: You may purchase more than one page for your advertisement; however, you may only purchase one ad space per page (i.e. one site's home page ad and one academic affairs page ad)

Display Advertising Page Placements

Site Home Page

Academic Affairs (advertise on one of the following subcategory pages as well: **Adult Education - Business - Education - Faculty Development - Fine Arts & Humanities - Graduate & Professional School - Health & Fitness - Honors Programs - Institutional Research, Assessment & Planning - Library Services - Mass Communications - Military Science - Records & Registration - Science, Technology, Engineering and Math - Social Sciences - Other**)

Athletics (subcategory pages: **Football - Basketball - Baseball - Softball - Track & Field - Volleyball - Training - Compliance - Sports Information & Media - Other**)

Enrollment Management (subcategory pages: **Admissions - Financial Aid - Retention - Other**)

Executive (subcategory pages: **President - Vice Presidents - Deans - Directors - Other**)

Finance & Administration (subcategory pages: **Dining Services - Facilities & Campus Management**)

Human Resources

Information Technology

Institutional Advancement (subcategory pages: **Alumni Relations - Fundraising - Marketing - Public Relations - Sponsored Programs - Other**)

Research

Student Affairs (subcategory pages: **Academic Advising - Career Development/Experiential Education - Counseling - Disability Services - First Year Programs - Health Services - International Student Services - Religious Services - Residential Life - Security - Student Activities/Student Government/Greek Life - Student Center - Student Conduct - Veteran Affairs - Other**)

Display Advertisement Available Sizes & Prices

Size A

Placement – Right

120 x 120 (in pixels)

Size B

Placement – Right

120 x 240 (in pixels)

Size C

Placement – Right

120 x 600 (in pixels)

Size D

Placement – Bottom

758 x 90 (in pixels)

For display advertisement, email the ad file and order form to:
ads@thehbcujobsite.com

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3 months (90 days)			
Maximum Ad Size (in pixels)	Page Location	Site Home Page	Category (or Subcategory) Page
A – 120 x 120	Right	\$149.95	\$74.95
B – 120 x 240	Right	\$249.95	\$124.95
C – 120 x 600	Right	\$599.95	\$299.95
D – 728 x 90	Bottom	\$399.95	\$199.95

6 months (180 days)			
Maximum Ad Size (in pixels)	Page Location	Site Home Page	Category (or Subcategory) Page
A – 120 x 120	Right	\$249.95	\$124.95
B – 120 x 240	Right	\$499.95	\$249.95
C – 120 x 600	Right	\$799.95	\$399.95
D – 728 x 90	Bottom	\$599.95	\$299.95

1 year (365 days)			
Maximum Ad Size (in pixels)	Page Location	Site Home Page	Category (or Subcategory) Page
A – 120 x 120	Right	\$399.95	\$199.95
B – 120 x 240	Right	\$699.95	\$349.95
C – 120 x 600	Right	\$999.95	\$499.95
D – 728 x 90	Bottom	\$799.95	\$399.95

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Display Advertising Terms & Conditions

Priority and Acceptance

Ads are sold based on available location on the site. TheHBCUjobsite.com reserves the right to refuse to sell advertising if ads are deemed unsuitable by TheHBCUjobsite.com.

Ads Not Accepted

TheHBCUjobsite.com does not accept alcohol and/or tobacco related advertising.

Page Location

Ad spaces available are the bottom of the page body, or the right hand side of the page body.

Advertising Page Selection

Prices listed for ads appearing on the site's home page or a category (subcategory) page.

Page Limits

Ads are limited to one per category page.

Ad Format

Accepted formats are PDF, GIF, TIFF, PNG, or JPEG. GIF or TIFF is preferred.

Maximum Ad Size (in pixels)

Ad does not need to be exactly this size. It can be this size or smaller. Ad files must be 35k or less file size.

JavaScript Ads

Must be error free and compatible with popular web browsers

HTML Ads

Must fit in the maximum ad size dimensions purchased.

AD Load Time

An ad of any type must not significantly slow down the loading of a site page e.g. increase page load time by more than 2 seconds on 56k dialup.

File Submission

Advertising reservations may be submitted via email or postal mail. Submissions must include ad file and the display ad order form. Ads submitted on disc will not be returned. Submissions should be sent to: **ads@thehbcujobsite.com**, or **TheHBCUjobsite.com, 661 South Ave., Suite 204, Rochester, NY 14620**

Payment Terms

Once order is accepted, an Invoice is emailed to both the primary and billing contacts with payment instructions. Payment is due upon receipt. Payments not received within 10 days of Invoice result in category placement not guaranteed. Actual display of the ad on TheHBCUjobsite.com's website will be completed within 5 business days of payment receipt. Once placed on TheHBCUjobsite.com's website, cancellations and changes cannot be accepted. The advertiser or advertising agency will indemnify and hold TheHBCUjobsite.com harmless of any claims or suits for libel, violation of privacy rights, copyright infringement and any other claims or suits based upon the content to the advertising message.

Copyright Protection Clause

Advertisers and advertising agencies assume liability for all content including text, presentation and illustrations in advertisements placed on TheHBCUjobsite.com's website and responsibility for any claim arising against TheHBCUjobsite.com regarding same.

TheHBCUjobsite.com Display Ad Order Form

Includes link to website and up to 4 meta tags

Company Name			
Today's Date			
Ad Run Date			
Ad End Date			
Advertiser's Name			
Ad Size	Placement	Run Category	Subscription Length
4 Meta Tags			
Website/URL			
Billing Information		Contact Information	
Billing Contact		Name	
Billing Address		Title	
		Phone	
Billing City/State/Zip		Email	
Phone			
Email			

Thank you! Please email your ad and order form to ads@thehbcujobsite.com or mail it to 661 South Ave, Suite 204, Rochester, NY 14620. You may send a check with your order form or we will send you an invoice via PayPal upon receipt!