



Advertisement Sales Order

Diverse Issues in Higher Ed

Date

UW Department

Vacancy title

Publisher Profile			
Name Diverse Issues in Higher Ed		Media Type Print Journal and Job Board Online	
Market Scope <input checked="" type="checkbox"/> Local <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> Wisconsin <input checked="" type="checkbox"/> International <input checked="" type="checkbox"/> Midwest <input type="checkbox"/> Other: _____		Targeted Advertisement <input type="checkbox"/> Classified <input checked="" type="checkbox"/> Limited <input checked="" type="checkbox"/> Academic <input checked="" type="checkbox"/> Branding <input checked="" type="checkbox"/> Faculty <input checked="" type="checkbox"/> Outreach	
Website diverseeducation.com & diversejobs.net		Diversity Recruitment <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Contact Person Nicole Small	Phone# 703.385.2981 X 3004	Fax# 703.385.1839	Email nsmall@cmapublishing.com



About this Agreement

This agreement was signed based on a continuing "good faith" business relationship with the publisher to provide special discounts to UW colleges, departments and units interested in print and web advertisement. See details of this agreement enclosed below:

- Free online job posting.** All online job postings will be posted free of charge. See User Guide on page 2 for posting instructions.
- Print job posting or branding:** The publisher will provide 10% off open rate for print advertisement (both boxes and line ads). All print advertisement will include an online classified posting at no additional cost.
- Online branding:** Banners and online branding will be priced at a 10% off the open rate. For online job posting see option 1.

To request a copy of this publisher agreement email apalau@ohr.wisc.edu

How to post job

Select option. Follow instructions.

1. Free Online Job Posting

Do not use this sales order

See instructions to post on page 2.

2. Print Job Posting or Branding

Sales order is required

Line ad

Box ad

See ad sizes on page 2 and 3

3. Online Branding

Sales order is required

Online branding
(For Online Job Posting see option 1)

Diverse will contact you.

- Only for option #2 email or fax the page 1 of this sales order to: nsmall@cmapublishing.com FAX: 703.385.1839
- Attach ad content.

UW Customer Billing Information (Only if selection of option #2 or #3)

Contact Person	Phone#	Fax#	Email
Address	City	State	Zip Code
Payment by	Credit Card (per UW policy, Credit card numbers are not to be emailed. Read policy for other payment transaction options or contact publisher)		
Type of Credit Card (Visa, MasterCard, etc.)	Credit Card #	CCV	Exp. Date
Name on Credit Card (If different from above)	Address (If different from above)		

Note: Per UW policy: Credit card information cannot be accepted via email and should never be e-mailed from the department. [Read policy.](#)



User Guide

Diverse Issues in Higher Ed

Advertisement Agreement with Diverse Issues in Higher Ed

This agreement was signed based on a continuing “good faith” business relationship with the publisher to provide special discounts to UW colleges, departments and units interested in print and web advertisement.

The 2013 – 2014 Agreement with Diverse Issues in Higher Ed includes the following three choices:

1. **Free online job posting** – Pages 2 – 5
2. **Print job posting or branding** – Page 6
3. **Online branding** – Page 7

Advertisement Agreement Terms and Posting Instructions

1. **Free online job posting. All online job postings will be posted free of charge.**
The Office of Human Resources in the University of Wisconsin – Madison purchased an unlimited online advertisement package that will be in effect until March 26, 2013. All colleges, departments, units are entitled to post online job ads with this publication free of charge.

How to post Free online job postings with Diverse Issues in Higher Ed

1. Go to <http://diversejobs.net/> and select “Employer” at the top of the page.



2. Login as an employer.

Use username and password as provided below

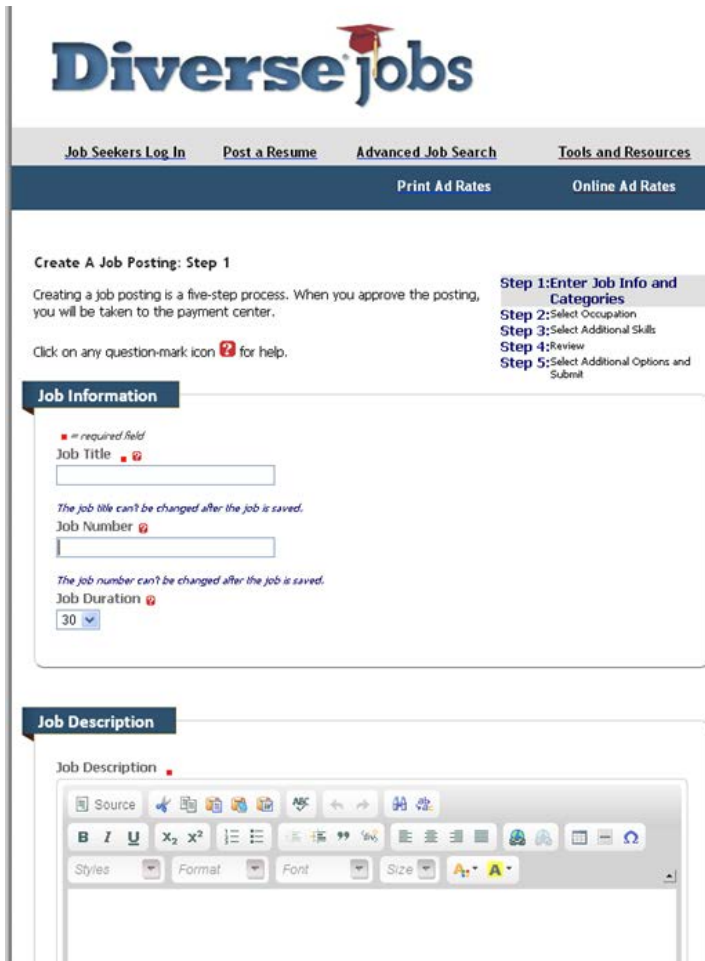


3. Select "Post a Job" at the top of the page.



4. Create Job Posting

- Complete steps 1 – 4
- Copy and paste full description



5. Review Job Content



[Job Seekers Log In](#)

[Post a Resume](#)

[Advanced Job Search](#)

[Tools and Resources](#)

[Print Ad Rates](#)

[Online Ad Rates](#)

Create A Job Posting: Step 4

Review your job posting. To make changes, click "Back to Step 3".

The following text is how your posting will appear to a job seeker:

- Step 1: Enter Job Info and Categories
- Step 2: Select Occupation
- Step 3: Select Additional Skills
- Step 4: Review
- Step 5: Select Additional Options and Submit

Academic Services Coordinator

This position reports directly to the Assistant Dean for Admissions and Academic Services. Position works directly with faculty, staff, and graduate students regarding Graduate School enrollment management policies and procedures and has authority to make exceptions to Graduate School policies and deadlines.

60% - Monitor and implement compliance with satisfactory progress, enrollment, registration, and withdrawal requirements. Advise faculty, staff and students on appropriate academic services policies and procedures, and explain the rationale for those policies and procedures. Make exceptions to Graduate Faculty policies and procedures for individual students when appropriate. Make recommendations to the deans regarding changes to policy to be brought to the Graduate Faculty Executive Committee (GFEC).

- A. Summarize academic review issues for the Graduate School deans and recommend and carry out actions such as probation, registration restrictions, and drops.
- B. Initiate regular satisfactory progress review; follow-up with faculty and deans to

6. Additional Posting Options

- Uncheck all options to avoid payments.
- Departments will be invoiced for the amount purchased.

Additional Job Post Options

Option	Price
Single Job Posting - 30 Days	
<input checked="" type="checkbox"/> Change to 60 days	\$250.00
<input type="checkbox"/> Change to 90 days	
<input checked="" type="checkbox"/> Featured Job on Homepage - 7 Days <small>Place your job on the homepage of Diverse for one week. Jobs will be featured on a first come first serve basis.</small>	\$50.00
<input checked="" type="checkbox"/> Headline Job - 30 Days <small>Attract more candidates by featuring this job posting for a small additional charge. Featured jobs appear highlighted in the search results listings.</small>	\$35.00
<input checked="" type="checkbox"/> E-Newsletter - 5 Days <small>Your job will be listed as one of the featured jobs in the daily Diverse E-Newsletter (Monday-Friday).</small>	\$35.00
<input checked="" type="checkbox"/> Cross Post - 30 Days <small>JobsNow.com - Community College Jobs Now is an online-only recruitment search engine focused solely on the unique recruitment and hiring needs of the community college sector.</small>	\$75.00

7. Submit Job Posting

- Submit job order or click Back to Step 4 for additional edits.

8. Complete Order

- To finish posting click "Complete Order"

Order Preview - Diverse Jobs

Order ID	A7133-0108
Sales Plan	A1373-010Q
Promotion Code	<input type="text"/> <input type="button" value="Update"/>

Item Description	Purchased Quantity	Unit Price	Cost
Premium Branded Posti - 367 days	1	UNLIMITED	\$0.00
			Total: \$0.00

You're almost finished; please click "Complete Order" to confirm that you are purchasing the above service(s).

9. Edit, Repost or Delete Job Posting

- Users may edit, repost or delete job order at any time.
- Select Employer Desktop at the top of the page to perform these actions.

Print Ad Rates
Online Ad Rates
Post a Job
Employer Desktop

University of Wisconsin - Madison's Desktop
 Click on any question-mark icon ? for help.

Adin Palau's Job Postings

Job Filter
 View All jobs with a status of Active

Displaying Jobs: 1 through 1 of 1

Job Title	Number	Hiring Manager	Status	Applicants		Ends	Edit Repost Delete
				New	Total		
Academic Services Coordinator	76057		Active Click To Deactivate	0	0	05/03/2013	

[CREATE A NEW JOB POSTING](#)

Tip: The Applicants column displays job candidates contacting you directly.

Employers, [Sign Out](#)

EMPLOYERS

Join our network and start making connections today!

[Post Jobs](#)

EXAMPLES OF
iExcelencia!

★ 2 0 1 3 ★

CALL FOR NOMINATIONS

To recognize programs and departments with evidence of effectiveness in accelerating Latino student success at the associate, baccalaureate, and graduate levels.

VISIT WWW.EDEXCELENCIA.ORG/2013 FOR DETAILS

10. Share Job Posting through social media

University of Wisconsin - Madison
 Location: Madison, WI 53715
 Document ID: A7133-0106


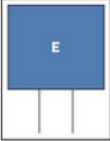
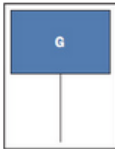
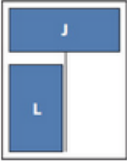
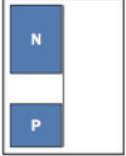



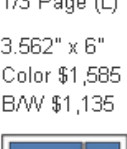


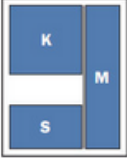
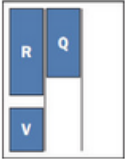
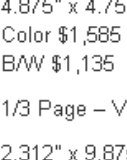
Job Type: Regular
 Job Schedule: Full-time
 Posted on: 04/03/2013

Share This

Share this with friends!

Sign In
Do Not Track
Delete

2. **Print job posting or branding:** The publisher will provide 10% off open rate for print advertisement (both boxes and line ads). All print advertisement will include an online classified posting at no additional cost.
- The following table shows advertisement sizes and the current advertisement open rate. 10% off discount will be applied to the various options.

FULL PAGES	2/3 PAGES	1/2 PAGES	1/3 PAGES	1/4 PAGE
 <p>Full Page with bleed</p> <p>8.375" x 10.875" trim add .25" bleed around</p> <p>Color \$3,815 B/W \$2,510</p>	 <p>2/3 Page – Horizontal</p> <p>7.375" x 6.5"</p> <p>Color \$3,040 B/W \$1,910</p>	 <p>1/2 Page – Horizontal</p> <p>7.375" x 4.75"</p> <p>Color \$2,630 B/W \$1,505</p>	 <p>1/3 Page -Horizontal (J)</p> <p>7.375" x 3"</p> <p>Color \$1,585 B/W \$1,135</p>	 <p>1/4 Page (N)</p> <p>3.562" x 4.75"</p> <p>Color \$1,240 B/W \$895</p>
 <p>Full Page</p> <p>7.375" x 9.875"</p> <p>Color \$3,815 B/W \$2,510</p>	 <p>2/3 Page Spread</p> <p>15.75" x 6.5"</p> <p>Color \$5,010 B/W \$3,210</p>	 <p>1/2 Page – Vertical</p> <p>3.562" x 9.875"</p> <p>Color \$2,630 B/W \$1,505</p>	 <p>1/3 Page (L)</p> <p>3.562" x 6"</p> <p>Color \$1,585 B/W \$1,135</p>	<p>1/6 PAGES</p> <p>1/6 (P)</p> <p>3.562" x 3"</p> <p>B/W \$670</p>
 <p>Full Page Spread</p> <p>15.75" x 9.875"</p> <p>Color \$6,940 B/W \$4,760</p>	 <p>2/3 Page – Vertical</p> <p>4.875" x 9.875"</p> <p>Color \$3,040 B/W \$1,910</p>		 <p>1/3 Page (K)</p> <p>4.875" x 4.75"</p> <p>Color \$1,585 B/W \$1,135</p>	<p>OTHER AD SIZES</p>  <p>1/6 (O)</p> <p>2.312" x 4.75"</p> <p>B/W \$670</p>
			 <p>1/3 Page – Vertical (M)</p> <p>2.312" x 9.875"</p> <p>Color \$1,585 B/W \$1,135</p>	<p>(V)2.312" x 3"</p> <p>B/W \$520</p>

3. **Online branding:** Banners and online branding will be priced at a 10% off the open rate. For online job posting see option 1.

- The following picture shows samples of banners and online branding.
- Contact Nicolle Small, 703.385.2981 X 3004, nsmall@cmapublishing.com to request a quote.

The image is a screenshot of the Diverse website. At the top, the logo reads "Diverse" with the tagline "ISSUES IN HIGHER EDUCATION". Below the logo is a navigation menu with links for HOME, BLOGS, MEDIA, NEWS, SPECIAL REPORTS, SPORTS, VIEWS, and JOBS. A secondary navigation bar includes "Advertise", "About Us", "Subscribe to print", "Get our Newsletter", and social media icons for Facebook, Twitter, LinkedIn, and Google+. A search bar is located on the right side of this bar.

The main content area is divided into several sections:

- FEATURED:** Includes "Today's Feature" and "Previous Feature" tabs. The main article is titled "HBCUs Targeted in Republican Party Outreach" with a photo of a man. Below the photo is a sub-headline: "A Republican Party strategy report identifies HBCUs as institutions at which African-Americans can be engaged 'with the goal of educating the community on Republican ideals and the party's history.'" The author is listed as "by Ronald Roach".
- Other Articles:** "New Student Advisers Show Nontraditional Students the Way at Online University" by Christina Sturdivant; "Napolitano Taps Seven Colleges for Crisis Prep Program" by Kathy Matheson, Associated Press.
- MORE HEADLINES:** "R.I. Attorney General: Tuition Waiver Data Not Public Information"; "Oregon Governor to Sign Illegal-Immigrant Tuition Bill".
- BLACK ISSUES:** "Florida A&M Halts Presidential Search".
- LATINO ISSUES:** "Perceived Factors that Contribute to Low Persistent Rates of Minority Males in Community Colleges".
- ASIAN AMERICAN ISSUES:** (Section header only).

On the right side, there is a "Diverse Jobs" section with "Over 7,693 ed jobs", "Find Jobs", and "Post Jobs" buttons. It includes links for "Job Seekers" and "Employers". Below this is a "Featured Employer" section for Penn University of Pennsylvania, with a logo and the website "www.diversejobs.net".

A red rounded rectangle highlights a banner for the "NAFA 2013 ANNUAL CONFERENCE & EXPO". The banner features the NAFA logo and text: "IDEALS and IMPACT in INTERNATIONAL EDUCATION", "MAY 26-31, 2013 • ST. LOUIS, MO, USA", "Don't miss the largest gathering of international educators!", and "REGISTER BY APRIL 19 TO SAVE". Below the banner is a "Diverse FOCUS" logo.