

Using Recruitment Advertising Agencies

What Are They?

Professional advertising agencies that specialize in designing and placing recruitment advertising in print (professional journals, newspapers) and online sources (job boards, electronic journals).

What Are the Advantages of Using Their Services?

- Professional Looking Ads
Graphic designers at the recruitment ad agencies take your text and turn it into display ads for professional journals, newspapers, and most any print media. They can even incorporate graphics such as the UC seal or lines and borders into your ads.
- Save Time
Graphic designers at the agencies know or will get the advertising specifications for almost any source. They do the measuring and fit the text into the ad size that you designate. Or they can suggest the best ad orientation and size for you.
- Quick Turnaround
Most agencies can design an ad and get it placed within 2-3 working days – most will provide same-day service whenever possible.
- No Additional Costs to You
Your cost of the ads is the same whether you place them yourself or use an agency. Usually there is no charge for the ad design and placement service. The publications give the ad agencies a 15% reduction in rate because they supply camera-ready ads to be published. This is how the agencies make their money.

Note: Some agencies charge a placement fee for submitting ads to free or low-cost web sites.

- Single Invoice
The agencies place the ads, pay for them, and then send you a single, itemized invoice. This reduces the number of CruzBuy to ProCard transactions that you need to process.
- Advertising Suggestions
If asked, ad agencies will often provide suggestions of where other similar positions have been posted. They will also work with you to stretch your advertising dollar.
- Later Deadlines
Because they supply camera-ready ads, some agencies have later deadlines with certain publications.

What Are the Disadvantages of Using Their Services?

- Service Charge for Free Postings
Some recruitment advertising agencies charge a fee (\$15-\$25) to place ads in free or low cost web sites. Ask up-front what the charges will be.
- Copies of Ads
Although all agencies will provide you with copies of ad proofs (“tearsheets”) or screen shots of online ads, you may have to remind them to send these to you.

Do They Know About Higher Education?

Several recruitment advertising agencies have developed a specialization in dealing with the placement of announcements advertising positions in higher education – faculty, administrators, researchers, and staff. The Academic Personnel Office has used or spoken at length with two agencies: Graystone Group Advertising and Jobelephant.

Graystone Group Advertising

www.graystoneadv.com

ads@graystoneadv.com

800-544-0005

Graystone has been active in advertising academic positions for over 20 years. APO has used Graystone to design and place ads for four administrative searches.

Pros – The designers were very professional and had relationships with all of the professional journals and major newspapers that we used. Turnaround times were 1 day or same-day. They were able to get reduced ad prices in large journals such as *Science* by tracking that UCSC had placed multiple ads in a single year.

Cons – Graystone is located on the East Coast, so you need to factor in the time difference. They charge \$25 to place ads on web sites or in journals where the fee is less than \$150. It was difficult getting copies of tearsheets or online screen shots.

Jobelephant

www.jobelephant.com

info@jobelephant.com

800-311-0563

Jobelephant has been in business for 6 years. They have developed a good understanding of the higher education community recruitment needs. APO uses them for most ad placements and has received excellent service from Jobelephant.

Pros – Located on the West Coast. There is **no charge** for any of their services – they will place as many online ads as you request without a service charge. They routinely provide tearsheets and screen shots with the invoice.

Cons – Since they do a large volume of advertising for many clients, posting of ads may sometimes take up to 2 days. If you have a rush to post immediately, it would be a good idea to mention this when placing your order.

If you use a recruitment advertising agency, please send comments on your experiences to Linda Tursi in APO (lindat@ucsc.edu) so that we can compile our own rating of these agencies.