

# 2018-19 CareerConnect rate card

effective 7/1/2018

## print classifieds & online job postings

EdCal is the most thorough resource for school administration job openings in the state. Employers who have job openings in the education field post ads that are seen by more than 55,000 EdCal readers.

In addition, online job listings on ACSA's Career Center offer employers unlimited exposure and invaluable features, including featured employer profiles, resume searches and user-friendly account management.

### print classified job ads

**Included in cost:** a classified job ad in the printed edition of EdCal and an online listing at <http://careers.acsa.org>.

**Ad cost per issue:**

\$280 for 40 words and an associated online listing  
\$2 per additional word

**Enhanced options:**

**Featured Ad: +\$150**—Gain an advantage and get prime exposure in EdCal and online with highlighted job postings and prominent visibility to job seekers.

**Social Recruiting: +\$125**

We print the classified ad information provided to us exactly as-is. If we find a spelling mistake, we will do our best to correct it. If you need to make corrections after you submitted your print classified ad, please email [careerconnect@acsa.org](mailto:careerconnect@acsa.org) with the edit. Corrections will only be guaranteed until 24 hours after the ad deadline, or Tuesday at 1 p.m. the week before publication.

### deadline

CareerConnect ads are due by 1 p.m. PST Monday for the following Monday's publication. No ads are accepted after 1 p.m.

### non-publish dates

EdCal is published weekly except for the following dates in 2018-19: July 2, 9, 23; August 6, 20; Sept. 10, 24; Oct. 15, 29; Nov. 12, 26; Dec. 10, 17, 24, 31; Jan. 7; Feb. 18; April 8; May 13; June 3.

See page 2 for the complete 2018-19 publication calendar.

### placing your job ad

To place an ad in EdCal or online, visit <http://careers.acsa.org/employers> and log into your account, or click on "Post Jobs" for all posting options.

### online job postings

All online postings include resume search access and online application options, and can be edited or cancelled at any time.

Online Job Posting—15 days \$200

Online Job Posting—30 days \$300

Online Job Posting—60 days \$550

**Enhanced options:**

**Featured Ad: +\$150**—Gain an advantage and get prime exposure online with highlighted job postings and prominent visibility to job seekers.

**Social Recruiting: +\$125**

### featured employer profile

Distinguish yourself and promote your organization's brand and job postings by creating a Featured Employer Profile. Your logo will appear on the job seeker home page, the job search results pages, and on each of your job postings - all linking directly to your profile.

30-Day Featured Employer \$525

60-Day Featured Employer \$1,000

90-Day Featured Employer \$1,500

180-Day Featured Employer \$2,950

365-Day Featured Employer \$5,850

### contact

For all job ad or posting questions, please contact [careerconnect@acsa.org](mailto:careerconnect@acsa.org) or 800.608.ACSA x3829.

# publication calendar

## july 1, 2018 – june 30, 2019

Publication Date	Ads Due 1:00 PM
July 16, 2018	July 9
July 30	July 23
August 13	August 6
August 27	August 20
September 3	August 27
September 17	September 10
October 1	September 24
October 8	October 1
October 22	October 15
November 5	October 29
November 19	November 12
December 3	November 26
January 14, 2019	January 7
January 21	January 14
January 28	January 22 †
February 4	January 28
February 11	February 4
February 25	February 19 †
March 4	February 25
March 11	March 4
March 18	March 11
March 25	March 18
April 1	March 25
April 15	April 8
April 22	April 15
April 29	April 22
May 6	April 29
May 20	May 13
May 27	May 20
June 10	June 3
June 17	June 10
June 24	June 17

† In the event of a Monday holiday, materials will be due Tuesday at 1 p.m. PST.

★ Deadline time listed does not apply to display advertising of products/programs/services.

## payments

CareerConnect ads must be pre-paid, paid by credit or be accompanied by a purchase order. We accept VISA, Mastercard, American Express and PayPal.

We reserve the right to charge in advance. Invoices are due net 30 days.

## conditions

All advertising copy is subject to approval by the Association of California School Administrators.

EdCal reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever.

- The deadline for submittal of CareerConnect ads is 1 p.m. PST Monday, one week prior to publication. (In the case of Monday holidays, the deadline is Tuesday at 1 p.m.)
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- Ads may be cancelled with no penalty within 24 hours of submission deadline (Tuesday 1:00 p.m.). Cancellations will not be accepted after this time. Advertisers may request that ads do not run after cancellation deadline, but will be charged the full price of the ad.
- EdCal does not accept political advertising, advertising simulating editorial content, advertising deemed misleading or offensive to members, advertising inconsistent with the programs and purposes of the association or in conflict with association-sponsored programs.
- EdCal reserves the right to cancel or reject any advertising that does not conform to the standards of the publication or the association.
- EdCal advertising rates are subject to changes on 30 days written notice from publisher.
- Publisher's liability for error will not exceed the cost of space occupied by such error.
- The publisher reserves the right to hold an advertiser and/or an advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The agency and advertiser warrant that they possess the full rights to publish the contents of the advertising copy. The advertiser and agency agree to defend, indemnify, hold harmless ACSA from any claim against ACSA arising out of the publication of such advertisements, including those resulting from libel, violation of rights of privacy, plagiarism or copyright infringement.