

Advertising Instructions

Introduction

The advertising process for professional staff and faculty positions involves five basic steps:

- Writing an Ad
- Getting Approval for the Text of the Ad
- Estimating the Cost of the Ad
- Placing Ads & Posting Announcements
- Paying for Ads

When preparing your search proposal, you should take into account that the “lead-in” time needed to place an ad can vary anywhere from days to months depending on the publication. For instance, the Chronicle of Higher Education needs a 2 week lead-in time. You should plan to have your ad approved and an estimate of the cost done *at least one month prior* to the date when you want the ad to be published.

The University has a contract with **Graystone Group Advertising** to place employment advertisements in publications and newspapers. Refer to the Vendor section at the end of these instructions for more information.

Step 1 - Writing the Ad

Before preparing an ad for a non-academic staff position, *you must call the Employee/Labor Relations Office, 545-2736 ☎* to verify whether the position is included or excluded from the SEIU bargaining unit. All position availability advertisements should be written according to the table of instructions below.

Advertisement Text


Item	Requirement(s)
State Title	Indicate the official state job title for the position.
Working Title	If applicable, state the “in-house” or functional job title.
Statement of Duties	Provide a brief summary of the position. For non-academic positions, the duties stated in the ad must be consistent with those given on the Position Description Form (applies to non-academic positions only).
Minimum & Preferred Qualifications	The qualifications stated in the advertisement must be consistent with those listed on the Position Description Form (<i>applies to non-academic positions only</i>).

Item	Requirement(s)
Hiring Salary Range & Starting Salary Range	<p>Salary ranges for professional non-academic staff are established by the Professional Staff Salary Administration Program. Position advertisements should state the hiring range (from the minimum to the midpoint) <i>and</i> the normal starting salary (from the minimum to the first quartile).</p> <p>It is possible to advertise a position at level 30 and above without stating salary figures. In lieu of salary information, the advertisement will read, "salary commensurate with skills and experience." This method is generally reserved for positions in which it is known that the salary offer will most probably need to be above mid-point of the range.</p> <p>If you are filling a professional non-academic position vacancy, you may confirm the proposed salary ranges and position level by calling the Total Compensation section of Human Resources, 545-0380 ☎. For a newly created position, you must submit a Position Description Form 📄 to the Manager of Total Compensation who will determine the position level and the appropriate salary range.</p> <p><i>Refer to the Professional Staff Salary Administration Program handbook for more information.</i></p>
Closing Date for Applications	The closing date for receipt of applications cannot be less than two weeks following the date on which the ad first appears in publication.
Application Materials	Indicate the items that an applicant needs to submit in order to be considered for a position (i.e., resume, cover letter, three letters of reference, etc.)
Search #	<p>The search number is also the Personnel Requisition form number, except that the "R" is omitted. <i>This number is not required if the search is limited to on-campus applicants, or if the position is non-unit.</i></p> <p>Contact Labor Relations, 545-2736 ☎ to verify whether a non-academic position is included or excluded from the SEIU bargaining unit.</p>
Salary Level	For professional <i>non-faculty</i> positions, with the exception of salary level 30 and above, you must indicate the salary level as assigned by the Total Compensation section of Human Resources in the ad to be sent to the Employment Office . (See Step 4-B of these instructions.) Do not include the SAP level in advertisements placed in the print media off-campus.

Item	Requirement(s)
Grant & Contract Funding	<p>If the position is to be funded from a grant or contract, you need to state this in the advertisement, and indicate a termination date for the position if known.</p> <p>Example: <i>This is a grant-funded position; continuation of appointment beyond [date] is contingent upon funding.</i></p>
Contact Person & Address	<p><u>Off-Campus Ads</u> Indicate the name and campus address of the individual who will receive the applications. If you are filling a professional staff position covered by the SEIU bargaining unit and advertising the position off-campus, direct the application materials to:</p> <p style="text-align: center;">Search ##### Employment Office 167 Whitmore Administration Building University of Massachusetts Amherst, MA 01003-8170</p> <p><u>On-Campus & HR Website Ads</u> For information on advertising professional staff positions as attachments to the Yellow Sheet and posting to the HR Employment Opportunities web page, see Step 4 –B in these advertising instructions.</p>
Affirmative Action Statement	All recruitment advertisements must carry the appropriate affirmative action/equal opportunity statement as required by law, i.e., “The University is an Affirmative Action/Equal Opportunity Employer.”

☞ Refer to examples **A** & **B** at the end of this document.

Step 2 - Getting Approval for the Contents of the Ad

After you've prepared all the documents required in the Search Proposal (i.e., Personnel Requisition, job advertisement, Position Description form), forward the folder  or dossier through the appropriate administrative channels for authorization and approval. In addition to looking at the Search Proposal, the Equal Opportunity & Diversity Office reviews the content of all advertisements to ensure that an affirmative action/equal opportunity statement is included, and may recommend wording changes or suggest publications which may enhance the applicant pool.

Positions may not be advertised until the search proposal has been reviewed and approved at all appropriate administrative levels, including the Equal Opportunity & Diversity Office.

Step 3 - Estimating the Cost of an Advertisement

Sound business practices mandate that departments obtain cost estimates from the publication or advertising agency *prior to* actually placing job advertisements. This insures that sufficient funds are available to cover the cost of the ad. The cost of an advertisement is based on a combination of factors:

- type of ad: **Display Ad** or **Line Ad**
- advertising **rates** of the publication or newspaper
- the **number of days** the ad will run
- **which days** the ad will run (Sunday v. weekday rates)
- the **overall size** of the ad (# of column widths)
- **number of words** in the ad

Before getting an estimate for an ad, you need to decide whether you want a **display ad** or a **line ad**.

Display Ads

A **display ad** (shown below) is framed with the University's standard logo and border, and is prominently "displayed" apart from the columns of classified employment ads. Display ads are more expensive than line ads.

Requirements:

- Masthead** - must have a white background & black lettering
- Job Title** - Capitalize, bold, font size 14
- Border** - 2 pt. max
- Ad Text** - Recommend San Sarif type, font size 9 or 10

Consider where you would like the display ad positioned within a newspaper. For instance, publications may separate ads into categories: academic, professional, medical/health, education, etc.

Line Ads

Line ads are one column width and often appear in alphabetical order by job title in the classified “Help Wanted” section of a newspaper. Line ads are frequently used for monthly and national publications/ journals whose rates are relatively high.

Dispatcher II The University of Massachusetts/Amherst Police Department is accepting applications for the position of Communications Dispatcher II. (Classified grade 12/step 1/\$479/week. This is a 35 week, academic year position. Responsibilities: Receive and transmit messages over a radio broadcast system to and from mobile units, prioritize and perform simultaneous tasks to include: logging all telephone calls and radio transmissions, entering and retrieving data from multiple data sources, assigning police to calls, and disseminating information. Deadline to apply: September 19, 2003. To apply: complete application for requisition #001949 available in the University Employment Office, 167 Whitmore Administration Building, 181 Presidents Drive, Amherst, MA 01003-9313. AA/EOE

Getting the Cost Estimate

To obtain a cost estimate your ad(s), you need to fax or mail your request and a copy of the ad(s) to Graystone Advertising or to an individual publication’s advertising department. The request must clearly indicate:

- that you are only seeking an estimate and that instructions for placing the ad will follow.
- name(s) of publication(s) where the ad will be placed (if using the Graystone Agency).
- dates when the ad would run*
- type of ad you want: “Display Ad with logo” or “Line Ad.”

* The closing date for receiving applications cannot be less than two weeks following the date on which the first ad appears in publication.

* Be sure to coordinate the timing of the ads on and off campus so they are published the same week.

The Graystone Advertising agency and most of the large circulation publications already have the University logo and border. If any publication does not have it on file, you should call Creative Services in Munson Hall, 545-0123 ☎ for a copy, then send it to the publication.

Step 4 - Placing Ads & Posting Announcements

A. OFF-CAMPUS ADVERTISING

1. After receiving an acceptable estimate and proofing the ad, the next step is to direct the advertising agency or publication to place the ad. This is done by first logging on to the PeopleSoft Financials on-line Purchasing System and creating a purchase order (see **Example C** on page 13.)

Make the purchase order out to the advertising agency (if using the services of the Graystone Group to place your ad(s) in one or more publications), or directly to the publication in which the ad will appear (if placing the ad yourself).

The P.O. description must include:

- name of publication where the ad will appear
- job title of position being advertised
- type of ad to be placed (Display Ad or Line Ad)
- size of the ad (only applies to display ads)
- date(s) when the ad should run
- estimated cost

In addition:

- include the contract type and contract ID (PO Line Details panel).
 - charge the cost of the ad to Account Code **735100** (advertising expenses) (in the PO Header, Defaults panel)
2. Click the Confirming Order checkbox on the P.O. Header.
 3. Once the PO is in an Approved or Dispatched status with a valid budget check, you should fax the P.O. # and a copy of the ad to the Graystone Advertising Agency or, if you aren't using Graystone, directly to the publication.
 4. Submit a copy of the advertisement to the Procurement Department, Goodell Building, together with a copy of the written quotation **if the total value of the Purchase Order is \$5,000 or more.**
 5. The vendor must send an invoice (which includes the P.O. #) and the tear sheet (proof the ad was placed) to the Controller's Office in Goodell Building.

TOTAL VALUE OF PURCHASE ORDER	DOCUMENTATION REQUIRED FOR PURCHASE ORDER
To \$4,999	<ul style="list-style-type: none"> • Fax quote. (you maintain in your department files) • Copy of ad.(you maintain in your department files) • Reference Affirmative Action approval and Vendor's Quote Number; Date of Quote in P.O. Comments Panel. Click the Send to Vendor Checkbox.
\$5,000 or more	<ul style="list-style-type: none"> • Fax quote. • Copy of ad. • Reference Affirmative Action approval and Vendor's Quote Number; Date of Quote in P.O. Comments Panel. Click the Send to Vendor Checkbox. • Send copy of written quote to Procurement department together with a copy of the ad. Reference the purchase order number on the outside of the envelope + the name of the buyer.

Step 4

B. On-Campus Advertising for Professional Staff Positions

- Forward one copy of the ad to the Employment Office, Room 167, Whitmore Administration Building. The Employment Office will format professional staff position advertisements for attachment to the Employment Opportunities Sheet (Yellow Sheet). In addition, the ads will be posted on the bulletin board in their office and listed under “Employment Opportunities” on Human Resources’ web site: www.umass.edu/humres/
- Submit the position advertisement to the Employment Office no later than 12 noon on the Friday before the ad is scheduled to be published off campus in newspapers/journals.

Step 5 - Paying for Ads

After an ad has been published, the advertising agency or publication (i.e., the vendor) will send Accounts Payable a bill and a “tear sheet” (the actual copy of the ad as it appeared in publication) as proof that the ad was placed).

Prompt payment of ads is a critical feature of the advertising process. If the vendor sends the bill and tear sheet to you, forward these items immediately to Accounts Payable in Goodell Building.

Advertising Checklist

① Prepare Search Proposal

- Requisition Form # _____.
- Position Description Form (non-academic staff positions only).
- Advertisement Preparation:
 - Non-academic staff positions - call the Labor Relations Office to verify whether the position is included or excluded from the SEIU bargaining unit.
 - Required Advertising text:
 - State Title
 - Working Title
 - Statement of Duties
 - Minimum & Preferred Qualifications
 - Hiring & Starting Salary Ranges
 - Closing Date for Applications
 - Application Materials
 - Search # (Same as Requisition #)
 - Salary Level
 - Funding Source
 - Statement (Grants & Contracts)
 - Contact Person & Address
 - Affirmative Action Statement.

② Approval

- Salary Administration approval for new/revised professional (non-academic) staff positions.
- Administrative approvals (signatures required on the Personnel Requisition).
- Search Proposal & Advertisement approval from EO & D.

③ Cost Estimate

- Fax/mail request to Graystone or to the publication for cost estimate on the ad. Determine whether the figure is acceptable and proof the ad.

④ Placement & Posting

- Give instructions for placement on a purchasing order in the online Purchasing System.
- Add the Contract Type and contract ID to the Line Details panel.
- Charge to Account Code 735100.
- Click the Confirming Order checkbox on the P.O. Header .
- Send professional staff position ad to the Employment Office for attachment to the Yellow Sheet and posting on the Employment Opportunities web site, and the Employment Office's bulletin board. Do this no later than 12 noon on the Friday before the ad is to be published in the newspaper(s)/journal(s).

⑤ Paying for the Ad

- Vendors will bill Accounts Payable (AP) directly by sending the invoice (including P.O.# reference) and tear sheet to AP.

Most Commonly Used Vendors

Advertising Agency:

Graystone Group Advertising

2710 North Avenue, Suite 105
Bridgeport, CT 06604

Tel#: 1-800-544-0005

Fax#: 1-866-2176-8663

E-mail: graystoneg@aol.com

Contact: Mary or Linda

Vendor # 0000026114

Graystone is a full-service advertising agency that will place advertisements in major newspapers, local newspapers, journals, and various publications including:

- The Chronicle of Higher Education
- Black Issues in Higher Education
- The Boston Globe
- The Hartford Courant
- The New York Times
- The Bay State Banner
- Science

The agency will deal with *any publication* in which you might be interested in placing an ad. Graystone Advertising has the University logo and border for display ads and will place orders in camera-ready form. Graystone's invoices show when and where your ads ran, lineage, Purchase Order # and the cost for each ad.

The ad agency's fee is paid by the publication and University departments are billed only for the cost of the ad. In addition, the department will receive a 6% discount for ads placed in the following publications:

The Republican	–	Sunday issue
Hampshire Gazette	–	Saturday issue
Hartford Courant	–	Sunday issue
Boston Globe	–	Sunday

Graystone's policy is that whenever publications offer discounts to Graystone, they are passed on to their clients.

Local Newspapers

**Republican Co.
(Union News-Sunday Republican)**

1860 Main Street
Springfield, MA 01101

Tel#: (413) 788-1251

Fax#: (413) 788-1248

Contact: Classified Advertising Department

Vendor # 0000004701

Worcester Telegram & Gazette

20 Franklin Street
Box 15012
Worcester, MA 01615-0012

Tel#: (508) 793-9361
Fax#: (508) 793-9166

Vendor # 0000017726

Daily Hampshire Gazette

115 Conz Street
P.O. Box 299
Northampton, MA 01061

Tel#: (413) 584-5000 (Display Ads)
(413) 586-1700 (Classified Ads)

Vendor # 0000004613

The Recorder

Newspapers of Mass., Inc.
P.O. Box 1367
Greenfield, MA 01302

Tel#: (413) 772-0261
Fax#: (413) 774-5511

Vendor # 0000002020

Berkshire Eagle

Eagle Publishing Co.
74 South Church Street
P.O. Box 1171
Pittsfield, MA 01202

Tel#: (413) 447-7311
Fax#: (413) 499-3419
Contact: Classified Advertising Department

Vendor # 0000004600

Vendor IDs for other publications may be obtained in the on-line Purchasing System or by calling the Vendor File section in Accounts Payable, 545-4710. ☎

EXAMPLE A

This example illustrates an ad formatted for newspapers.

**OPERATIONS MANAGER AND ASSISTANT RETAIL SERVICES MANAGER
Staff Assistant**

The University Store in the Campus Center is seeking to fill a full time Staff Assistant/Operations Manager and Assistant Retail Services Manager position. The position is responsible for operational aspects of the University Store and Retail Services under the aegis of Auxiliary Services. The individual serves as the primary person for hiring, training and evaluating staff. Also, this individual is responsible for cash security and cash control at the retail areas (i.e., University Store, Mini-Store, Hampden, Franklin and Worcester Munchy Stores, Student Union Post Office, Games Room, Campus Center Print Shop, Textbook Annex and supervising vending machine operations in the Campus Center/Student Union Complex. Must be willing to work nights and weekends as necessary.

Qualifications: Bachelor's Degree with 3-5 years in supervisory management position; related experience in business practices, staff training and supervision.

Hiring salary range: \$37,800-\$47,300; Normal starting salary range: \$37,800-\$42,600. Send a letter of application, resume and three letters of reference by February 22, 2004 to: Search #363, Employment Office, 167 Whitmore Administration Bldg., University of Massachusetts, Amherst, MA 01003-8170.

EXAMPLE B

This example illustrates an SEIU position formatted for advertising with the Employment Office.

**OPERATIONS MANAGER AND ASSISTANT RETAIL SERVICES MANAGER
Staff Assistant**

The University Store in the Campus Center is seeking to fill a full time Staff Assistant/Operations Manager and Assistant Retail Services Manager position. The position is responsible for operational aspects of the University Store and Retail Services under the aegis of Auxiliary Services. The individual serves as the primary person for hiring, training and evaluating staff. Also, this individual is responsible for cash security and cash control at the retail areas (i.e., University Store, Mini-Store, Hampden, Franklin and Worcester Munchy Stores, Student Union Post Office, Games Room, Campus Center Print Shop, Textbook Annex and supervising vending machine operations in the Campus Center/Student Union Complex. Must be willing to work nights and weekends as necessary.

Qualifications: Bachelor's Degree with 3-5 years in supervisory management position; related experience in business practices, staff training and supervision.

Hiring salary range: \$37,800-\$47,300; Normal starting salary range: \$37,800-\$42,600. PSSAP Level 28.

Send letter of application, resume and three letters of reference no later than Feb. 22nd.

On Campus Applicants: Send application materials to Christine M. Newman, Operations Manager and Assistant Manager Search, Auxiliary Services, Worcester Dining Hall, University of Massachusetts/Amherst 01003-8610.

Off Campus Applications: Send application materials to: Search #363, Employment Office, 167 Whitmore Administration Bldg., University of Massachusetts, Amherst, MA 01003-8170.

EXAMPLE C**Confirming Purchase Order – Do Not Duplicate**

Purchase Order# 0001033372	BU UMAMH	Date 08/25/2003	Revision	Page 1
Payment Terms Net 30	Freight Terms Not Applicable		Ship Via BESTWAY	
Contact: McGrath, Ellen			Tel: 413/545-3615	

University of Massachusetts
Procurement Department
Goodell Building
Amherst MA 01003

Ship To: Attn: Chemical Engin
University of Massachusetts
SEE THE PO DESCRIPTION BELOW
FOR INSTRUCTIONS FOR PACKAGE
'SHIP TO' LABELS
Amherst MA 01003

Vendor: 0000026114
GRAYSTONE GROUP ADVERTISING
2710 North Avenue
Suite 105
Bridgeport CT 06604
United States
Fax: 217-8663

Bill To: UMass Amherst
Controller's/Accounts Payable
140 Hicks Way
405 Goodell Bldg.
Amherst MA 01003-9272

Tax Exempt? Y Tax Exempt ID: 043167352

Line-Schd	Description	Quantity	UOM	PO Price	Extended Amt
1 - 1	FACULTY POSITION AD IN "CHEMICAL & ENGINEERING NEWS" ON 9/8/03 AND 9/22/03 (2 ISSUES)	2.00	EA	1,207.08	2,414.16
Schedule Total					<u>2,414.16</u>

Contract Type: CAMPUS **Contract ID:** SG02-08

Item Total 2,414.16

(APPROVED BY AFFIRMATIVE ACTION OFFICE, LORI PRINCE ON 8/20/03)
AD QUOTE FROM LINDA REED AT GRAYSTONE GROUP DATED 8/8/03

Total PO Amount **2,414.16**

All shipments and invoices must be identified with our PO number.
Overshipments will not be accepted unless authorized prior to shipments

Authorized Signature

Signature not required on this order. It has been
electronically approved.

**SEE REVERSE SIDE OR FAX COVER SHEET FOR
UNIVERSITY TERMS AND CONDITIONS**

University Contract

FY01-FY04

**UNIVERSITY OF MASSACHUSETTS AMHERST
UNIVERSITY CONTRACT NO. SG97-37**

Ad Placement Services for Professional Staff and Faculty Positions

Vendor Name & Address: Graystone Group Advertising 2710 North Avenue, Suite 105 Bridgeport, CT 06604 Contact:	Telephone: 1 800 544-0005 Fax: 1 866-217-8663 E-Mail: graystoneg@aol.com Vendor #: 0000026114 Mary or Linda
--	---

About the Contract:

The Procurement Department bids for a contract to provide employment advertising placement services for professional staff and faculty positions. This contract has been created to help to simplify the advertising process, and encompasses ad estimates, style, coordination of dates, placement, encumbrance, and payment, through a single vendor. We currently have a contract with the Graystone Advertising firm.

Contract Award:

1. The contract is effective October 14, 2001 through June 30, 2004, with an option to renew for two additional one-year terms.
2. Departments may elect to either obtain the ad estimates themselves and place their employment ads with the publications directly, or have Graystone obtain the estimates and place the ads.
3. Follow the "Advertising Instructions" --- Rev. 09/03 published by Human Resources and posted on the HR website: <http://www.umass.edu/humres/> . **Ad estimates may not be requested until after all the necessary paperwork has been prepared and processed through the appropriate administrative channels, including the Office of Equal Opportunity & Diversity (EO&D).** EO&D must approve the contents of the ad and may recommend wording changes or suggest publications that may enhance the applicant pool.

Encumbrance Document:

Employment ads are processed as purchase orders in the PeopleSoft Financials online Purchasing System. Follow Human Resources' advertising instructions as referenced in item 3 under *Contract Award*.

Note that, per the University's instructions, Graystone will not place any ad without first receiving a Purchase order number, which may not be released to Graystone until after the purchase order is in an Approved or Dispatched status with a valid budget check.

Deadlines:

In general, and to effect timely placement, Graystone asks that initial copy be in their hands as follows:

Newspaper Display Ad – preceding Wednesday by 5 p.m. for Sunday insertion.

Chronicle of Higher Education – preceding Friday at 5 p.m. for next issue insertion.

Discount Structure & Terms:

No charge for ad placement service. The department will pay only for the cost of the space in the publication, or what the department would normally pay if they were to contract with the publication directly.

In addition, the department will receive a 6% discount for ads placed in the following publications:

The Republican	–	Sunday issue
Hampshire Gazette	–	Saturday issue
Hartford Courant	–	Sunday issue
Boston Globe	–	Sunday

Graystone's policy is that whenever publications offer discounts to Graystone, they are passed on to their clients.

Payment must be remitted within 30 days to qualify for the discounted rate.

No charge for courier service.

Questions concerning the use of this contract may be directed to John Martin, Procurement Department, at 545-0361.