

# GRAYSTONE GROUP

## A D V E R T I S I N G

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Ohio University encourages all hiring departments to use the services of Graystone Group Advertising.

### ABOUT GRAYSTONE

Graystone Group Advertising specializes in the placement of recruitment advertising for educational institutions.

Graystone Group receives its commissions from the newspapers, not from the educational institutions

There is no additional charge to use Graystone's services. Your department will only be charged the cost of the advertisement. *See reverse side for a sample ad and cost comparison.*

They provide Recruitment Advertising in:

- Newspapers
- Periodicals
- Magazines
- Educational Materials
- Internet

Types of Advertisements:

- Column Ads
- Display Ads

Graystone's services are **free of charge**; your department will only be charged the cost of the advertisement(s), which are generally much less than charges individual departments would incur.

### **\*Example: Advertisement placed with *The Chronicle of Higher Education***

Cost of Ad placed by Individual department = <b>\$2,718.75</b>	Cost of Ad placed through Graystone Group Advertising = <b>\$1,875.00</b>	Savings of <b>\$843.75</b>
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### OPERATING PROCEDURES

- Send ad copy to Graystone using
  - ~ Email: ads@graystoneadv.com
  - ~ Fax: 203.254.2590 or
  - ~ Phone: 1.800.544.0005
- Display ads are graphically enhanced and along with cost are faxed back for changes and/or additions (Note: unless indicated otherwise, Display ads will not be released without approval)
- Line ads are placed directly with publication- Estimated costs are available prior to release
- Sunday newspapers: deadline for display ads is **noon Thursday**
  - ~ select papers have earlier closing times
  - ~ prefer receiving ads early in the week to allow for client review, changes, etc.
- Select Discipline Publications- Please include address and/or phone number to avoid any potential delay
- Ads may be placed Nationally/Internationally
- Invoice and proof of ad insertion (tearsheet) will be sent to appropriate source
- Advertising recaps available

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**CONTACTS:** ~ GRAYSTONE      **Email:** ads@graystoneadv.com    **Tel:** 1.800.544.0005    **Fax:** 203.254.2590  
                  ~ HUMAN RESOURCES    **Email:** brooksgk@ohio.edu    **Tel:** 740.593.1226    **Fax:** 740.593.0386

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