

Procedures for Posting a Faculty Job Ad with Graystone Group Advertising

- 1. Send the approved advertisement to Graystone along with the desired publications through one of the following methods.**
 - a. **Email:** ads@graystoneadv.com or submit online at www.graystoneadv.com (preferred)
Include your department name and cost center number for invoicing.
 - b. **Fax No.:** 203-549-0061
 - c. **Phone No.:** 800-544-0005 (Call Linda Cornelius, Agency Director or Lee Toth, Ad Designer, at Graystone for assistance or questions.)

- 2. Choose the type of ad you want to appear:**
 - a. Display ads will be graphically enhanced in the CMU ad template (see sample on next page), proofed, and returned to you for changes and/or approval. The cost of the ad(s) will be included upfront. *Display ads are not released for publishing without department approval.*
 - b. Line ads are placed directly with the publication. These are text only ads; no CMU logo or box around ad. Estimated costs are available prior to the ad release.
 - c. Web only ads. Graystone charges a \$25 fee to place the ad on a website in addition to the website ad cost. Department may choose to place ad on its own.

- 3. Graystone will send an electronic invoice for the ad(s) directly to Payable Accounting and will include the departmental name and cost center number and proof of placement of the ad. CMU has established terms of a 2% discount if the invoice is paid within 10 days. Payable Accounting will pay Graystone within 10 days and charge the appropriate departmental cost center(s). This discount will be passed on to the department.**

Remember that there is no fee associated with using Graystone Ad Agency for their services with the exception of a \$25 fee if you request the agency to place web only ads.