

# How to Maximize the Effectiveness of our Agency Relationship

Shaker Recruitment Advertising & Communications has been selected, through a competitive bid process, to provide recruitment communication services to the University of Illinois.

Shaker has a wide variety of resources for you to utilize. Shaker is essentially a one-stop shop to assist you in the recruitment communication process. Shaker is available to consult with you on the proper media mix for your advertising, writing of ads for print media and Internet sites, and recommending cutting-edge solutions like Search Engine Marketing. If you would like further information on the cost-savings and services that Shaker provides to the University of Illinois, please visit the University Human Resources website at <https://hr.uillinois.edu/PolicyCompliance/Toolkit/GuidanceRes/ShakerInfo.cfm>.

## Posting, Transmission and Advertising Creative Charges

There are no charges for artwork or typesetting print ads.

### Print Ads

Fee to transmit a single ad to a local print media source	\$ 0
Fee to transmit a single ad to a non-local print media source (line ad)	\$ 0
Fee to transmit a single ad to a non-local print media source (display ad)	\$ 0

### Internet Posting

Fee to transmit a single ad to 1-5 free/no-cost Internet posting sites	\$50*
Fee to transmit a single ad to 1-5 for-cost Internet posting sites	\$50*

The transmission fee is in addition to the cost of the media source.

\*More than 5 sites: \$10 per additional site.

## Posting To CareerBuilder

The University has negotiated a flat rate of \$200 per posting to CareerBuilder through a portal. Shaker Advertising will post the position on the unit's behalf for an additional charge of \$50. The posting charge of \$50 allows you to post your position to four additional sites (total of five).

## The Chicago Tribune

If you are placing a print ad with the *Chicago Tribune*, it is important that the position be already posted on CareerBuilder in order to avoid the \$419 CareerBuilder upload. If you have not posted the position to CareerBuilder, Shaker will do it for you at the \$200 discounted rate plus the \$50 posting fee. Shaker has also negotiated discounted rates on print advertising with the *Chicago Tribune* based on Shaker's overall volume of sales.

## Once your position has been approved by the Office for Access and Equity

Email Shaker Advertising at [Uoflteam@shaker.com](mailto:Uoflteam@shaker.com) Shaker will respond within an hour. Or, if you prefer, you may also call Account Executive Valerie Olsz at 708-358-0241. When emailing, be sure to include:

**Your contact information**

**Your ad or posting (job description)**

**Desired media if known**

*Shaker will confirm the cost with you before placing your advertising.*



shaker.com

we connect