

## Burkhead, Pam

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**From:** owner-HRIS-L@listproc.cc.ku.edu on behalf of Faucher, Ola [ofaucher@ku.edu]  
**Sent:** Tuesday, September 04, 2007 4:01 PM  
**To:** HRIS-L  
**Subject:** FW: Recruitment Coordinator Meeting - How to lower ad costs & improve advertising through our Partnership

I thought you would be interested in the following information which was shared with recruitment coordinators. You may also feel free to attend one of the two mentioned informational sessions. Ola

We are pleased to announce that the University of Kansas has initiated a strategic partnership with **Graystone Group Advertising**. This partnership allows individual departments to place faculty, academic, unclassified professional, and university support staff positions in any media by contacting one source. The ad layout will incorporate an attractive KU design. Departments and units will receive their invoice from **Graystone** which can be paid by purchase order, direct payment voucher or purchasing card.

With the exception of a \$25 flat fee for web only advertisements, there are no additional service charges from **Graystone**. KU departments and units will be charged only the cost of the ad. No hidden charges.

**Graystone** tracks advertising expenses for KU and reports these expenses with cost saving recommendations. When frequency discounts and other savings are available, **Graystone** will secure these agreements and pass on the savings to the University. Significant savings can occur for publications like the Chronicle of Higher Education. (The Chronicle was used for this year's collective ad. It was easy and is beautifully done. We can share this and other such ad layouts for your review when you come to this session.) In addition, **Graystone** can share with us insights into other publications or on-line sources you may wish to use.

**Robert Sheftic** will be on campus September 12th to speak about **Graystone** and answer questions. The presentations will be at JRP 150 at 11:00 a.m. and 1:00 p.m. Each presentation is expected to last 30 to 45 minutes dependent upon questions.

Please join us at one of these times to learn more about this beneficial and exciting initiative. Thank you.