



## **Chancellor Search - Advertising Plan**

Pending approval by the Search Committee, online advertisements will be placed in the following higher education media outlets to announce the call for applications for the position of Chancellor.

- **The Chronicle of Higher Education**

More than 1.7 million web visitors monthly  
*Online ad - \$665*

- **InsideHigherEd.com**

More than 3.67 million web visitors monthly  
*Online ad - \$749*

- **HigherEdJobs.com**

More than 1.6 million web visitors monthly  
*Online ad - \$345*

The position will also be announced via e-mail and through various national higher education associations and Florida-based organizations. Board staff may modify or enhance this plan as necessary to provide the greatest possible reach.