Department Job Aid – Paid Advertising

HR Advertising will automatically post to UConn Jobs, Inside Higher Ed, Diverse, and CT Hires upon approval. This will create a link to apply on the HR Website.

If your department would like to request additional paid advertising sources, please follow the steps below.

1. Reach out to Graystone, our third-party advertising agency, for assistance, via email at [ads@graystoneadv.com](mailto:ads@graystoneadv.com).
   1. Within your request, provide the following information:
      1. **Search #**
      2. **Posting Title:**
      3. **Initiator:**
      4. **KFS #**
      5. **Salary Range:**
      6. **Link to Posting on HR Website:**
   2. Additionally, within your email, provide the sources for which you are requesting the cost estimate. We have included a suggested table to capture this information.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Graystone** | **Graystone** | **Graystone** | **Department** | **Department** |
| **Paid Advertising Source** | **Quote** | **Duration of Posting** | **Estimated Posting Date** | **Tagging (if applicable)** | **Approved/ Not Approved** |
| Source 1 |  |  |  |  |  |
| Source 2 |  |  |  |  |  |
| Source 3 |  |  |  |  |  |

1. Graystone will respond with confirmation of receipt of your cost estimate request. No action is needed upon receiving their confirmation.
2. You will then receive an email with the Proof (final ad copy) and Quote(s) column and Duration of Posting column above completed from Graystone.
3. After reviewing, you should reply with your denial/approval for each source with the Approved/Not Approved column.
4. Once the department’s approval is returned to Graystone, the position will be posted to requested sources within the next day or so. Graystone will return their confirmation for posting and provide the Estimated Posting Date.