

# ADVERTISING WORKSHEET

Use this checklist to plan your outreach for this opening.

JO # \_\_\_\_\_ Job Title \_\_\_\_\_

## General Advertising Plan

~These options will generate a competitive applicant pool for the majority of our job openings.~

Focus on the ones that are most appropriate for your needs and resources.

	Resource	Type	Cost	When
✓	DHR Careers page – automatic	On-line	No extra cost	Upon posting
✓	JobsInVT – automatic	On-line	No extra cost	The day after posting
✓	DHR Facebook page – automatic	On-line	No extra cost	Within 2-3 days of posting
✓	DHR Twitter feed – automatic	On-line	No extra cost	Within 2-3 days of posting
✓	SoV LinkedIn Company page - automatic	On-line	No extra cost	Within 2-3 days of posting
✓	Indeed – automatic	On-line	No extra cost	The day after posting
	*...Sponsored ad on Indeed	On-line	\$250/up	
	Department website	On-line	Free	
	Department Facebook page	On-line	Free	
	Department Twitter feed	On-line	Free	
	LinkedIn personal account	On-line	Free	
	*USA Today Job Network (30 day posting) (automatically purchased with Free Press Sunday ads)	On-line	\$155.00	
	Email to Professional Networks ...Staff ...Community Partners ...Other	Email	Free	
	Job Link (Department of Labor)	On-line	Free	
	*Burlington Free Press	Print	Average \$240 +/-	
	*...Digital Banners (Burlington Free Press)	On-line	\$150	
	*Rutland Herald & Barre Times Argus	Print	Average \$201 +/-	
	*Seven Days	Print	Average \$293 +/-	
	Other local newspapers	Print	Varies	
	College job boards	On-line	Free	

\*Contact [dhr.adrequests@vermont.gov](mailto:dhr.adrequests@vermont.gov) to place ads with Indeed, CareerBuilder, Burlington Free Press, Rutland Herald/Times Argus and Seven Days. It is important to note that print ad costs vary significantly by the size of the ad. Your actual cost may be more or less than the average. We cannot give specific quotes before the ad is finalized.

## Advanced Outreach

~These options may be considered for “hard-to-fill” jobs and are typically implemented over a longer recruitment cycle.~

	Resource	Type	Cost	When
	Trade Journal(s)	Print		
	Professional Conference/Trade show	In-person		
	Specialty Job Board	On-line		
	LinkedIn Recruiter Lite	On-line		
	Radio			
	Other...			