

GRAYSTONE GROUP

A D V E R T I S I N G

Graystone Advertising Services

Graystone will provide professional services to assist **OSU** in the design and placement of faculty, staff, and administrative recruitment advertising in local, statewide, and national newspapers, other publications, journals and websites or any medium that accepts recruitment advertising. We currently work with 450 colleges and universities and we are confident that our academic experience will serve the *University* well. **Graystone** will also save recruiters time and money.

Services Supplied By Graystone

- Creative ad design
- Place recruitment advertisements online and in all newspapers, trade magazines and journals, etc. as determined and approved by **OSU**
- Review advertising copy for publications and websites to determine accuracy and compliance with publication instructions
- Media consultation for hard-to-fill positions and diversity sources
- Pay for ad publication on behalf of the **University** and bill **OSU** for the ads; invoices include information such as contact name, position title, publication name and date, ad format, ad cost, etc.
- Negotiate discounted advertising rates on behalf of **OSU** with various publications and websites
- Upon request, **Graystone** will provide expenditure reports to **OSU** detailing the **University's** spending by department, media or any other criteria deemed necessary

In addition to the above, **Graystone** will communicate other services and enhancements that would be beneficial to the **University** such as diversity outreach or social media opportunities.

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Ad Placement Process:

Within 30 minutes of receipt all requests are acknowledged. Quotes are returned for review within 24 hours – shorter when print deadlines are immediate.

Step 1: Request for Quote: *(Preferred method is via email at: ads@graystoneadv.com)*

Ad copy is sent to **Graystone** requesting placement in specific media venues. If additional media options are needed they are normally made with the initial request but can be made at any time during the process.

Step 2: Confirmation:

All requests are reviewed for content and the sender is notified of receipt within 30 minutes. If something is omitted the sender is notified to submit the needed content. Submissions are reviewed for deadlines. If a deadline is immediate, the request receives priority, goes immediately to the assigned design team and quotes are returned within 2 hours or before the end of the business day. When deadlines are not immediate, the request goes to the assigned design team after the sender is notified of receipt. Normal turn-around is 24 hours to receive quotes.

Step 3: Layouts & Price Quote Prepared:

Ads are proofed and returned to the client for review and approval. Display ads are set in a pre-approved design template showing the ad layout exactly as it will appear in each print publication along with cost and deadline information. Cost for web placements show the name of the site(s), the length of time the ad(s) remains online and the cost for each placement.

Step 4: Approval:

If edits are needed, revisions are sent to **Graystone**; edits are made; the ad is re-proofed and re-sent to the client for review and approval. When approval is given, **Graystone** moves forward with placement.

Step 5: Placement:

Graystone manages placement for the approved ads. Insertion orders are sent to the media providers. PDF files set to proper specification are sent to print media providers: content is sent to online provider: graphics set to spec are sent for banner/tile placements. **Graystone** pays the media.

Step 6: Billing:

Each job is billed separately, with publication and web costs listed. Invoice amount is identical to the quote amount approved. The only charge is for the specific ads approved for placement. There are no additional charges. Invoices are sent electronically to the designated client contact for the approved ads or to a central accounts payable location, whichever process is easier. Invoices can be paid via credit card or by check.