Advertising in the *Des Moines Register*

Note: ISU Recruitment & Employment Office does not advertise your vacancy in the Des Moines Register.

To place an ad in the *Des Moines Register*:
Contact Kevin Dietzel at the *Des Moines Register* to place the ad:
Phone 515-284-8298
Fax 515-284-8355
Email mailto:kdietzel@dmreg.com

Correspondence should include:

Department name, billing address, contact name, phone & fax number.
Identify your ad as ‘Iowa State University’ to qualify for contract pricing.
Provide the ad text including the job title, department name, and the web address www.iastatejobs.com. The “Iowa State University” header and “ISU is an EO/AA employer” will automatically be included in the ad.
Provide direction on dates/publications the ad should appear, i.e. *Sunday Register* statewide only? Color? Extend Register website for additional cost? Run in daily Register? Note: Print ads automatically appear in Careerbuilder.com for 7 days.
There is an additional charge to request 30 days on the web or publication in Careerbuilder Weekly.

Classification:
You may request a specific category for the ad or the Register will recommend classification based on the job description. For example, a Program Asst might include directions to "place with social worker ads".
Referral Ads: A referral ad is placed in a second category and refers job seekers back to the main ad. For example, for a purchasing agent of computer hardware you may want to place the longer ad under the purchasing category but put a ‘Referral Ad’ under the computer or sales category.
Referral ads include: ISU Header, Dept Name if requested, Job Title, and “Please see our ad under [Classification Name]”. Referral ads normally cost $15-$30 depending on ad size.
Ads are placed using an ISU Visa purchasing card (P-card) or by obtaining a purchase order number from ISU Purchasing for ads over $2000.
Provide your P-card number including the expiration date, name on the card and three-digit verification code on the back of the card.
Remember to have the invoice sent to your department and request a tear sheet.

Ad Confirmation:
The *Register* will email or fax back the ad quote and proof prior to publication.
If you do not receive these, contact the *Register*. Respond to the confirmation to let them know it is ok to run.
Deadlines:
Sunday & Monday Paper:  Friday at 4:30pm
Tuesday- Friday: Day prior at 5pm
Saturday: Friday at 3:30pm

Sample Ads: