

# EdCal CareerConnect Job Ad Placement Instructions

Step 1: Go to [www.acsa.org/careercenter](http://www.acsa.org/careercenter) and select “Place an ad in EdCal’s CareerConnect,”

association of california school administrators

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ACSAtv Advocacy Career Center Educational Services Member Services Newsroom Publications Regions & Charters Strategic Plan

### Career Center

Looking for a great job? Hoping to find a stellar applicant?  
ACSA is here to help, whether you want to kickstart your career in school leadership or fill open positions in your district.

#### Job Seekers

- Read the current issue of CareerConnect →
- Search online jobs →
- Sign up for weekly Job Alert emails →
- Follow ACSA on LinkedIn →

#### Employers

- Place an ad in EdCal's CareerConnect  
Please note: the final deadline for placing ads in CareerConnect is Monday at 1:00 p.m. for the following week's issue.
- Get complete information on placing job ads (new for 2016-17) →
- Download 2016-17 (valid 7/1/2016) EdCal Publication Calendar →

Step 2: Click on “Buy Ad.”

TIP: You can also see any ads already in your cart and login to view past orders from this page.

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### CareerConnect: Job Ads in EdCal and Online

Beginning with the July 4 issue of EdCal, we're excited to announce some changes to the ads placed in EdCal's CareerConnect classified section (print) and CareerConnect online epub (digital). We hope these changes provide both a much easier, more streamlined process of placing ads as well as a greater exposure for the cost.

The changes include changes to [ad options and cost](#), a new, streamlined ad purchasing system, greater exposure for each ad placed with online listings, optional Job Alerts and social media upgrades and improved integration with EdJoin. Additionally, the ad deadline is now 1 p.m. on Monday, with no late fees.

We realize that these changes will take some adjustment. We are ready and available to help you with any questions or concerns.

#### Place a Print Classified/Epub Ad/Online Listing in EdCal's CareerConnect

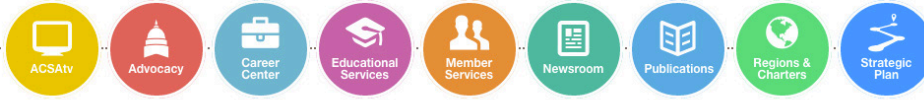
Cost:\$90 Duration:7 Days **Buy Ad**

This job posting will be printed as a classified in ACSA's weekly newspaper, EdCal, and as graphic ad in the CareerConnect epub. NEW: Your ad will now also appear as an online listing on [careers.acsa.org](http://careers.acsa.org).

The minimum cost of a CareerConnect ad is \$180 for a 5x2. Ads are \$90 per inch.

**My Orders**

Step 3: Fill out the form to purchase your ad. See instructions and help icons for each field on the page for detailed information. You will also checkout from this page by clicking "Checkout" to the right.



### EdCal CareerConnect Epub Ad and Print Classified

**PLEASE NOTE:** Beginning with the July 4, 2016 issue, our job ads now include expanded options and online listings.

Your job ad will appear in the electronic publication CareerConnect (epub) with a live link to your website or application, and a classified listing of your ad will appear in the printed edition of EdCal's CareerConnect section. **NEW:** Your ad will also appear as an online listing on careers.acsa.org with live links to your email and website/application.

1. Select the dimensions of your ad, and select the issue date(s) you'd like your ad to run.
2. Select if you want any expanded options (Featured Ad: \$100; Social Media Upgrade: \$50; Add logo to online listing: \$50; Include ad in weekly Job Alert email: \$100).
3. Enter the basic job information, starting with Job Title, as it will appear in print and online listings.
4. Upload your print-ready epub ad as a PDF. Download free ad templates: [MS Word templates](#) | [PDF templates](#)
5. Enter the contact information for the position/application.
6. **NEW:** Enter the job's EdJoin ID number to include an automatic EdJoin short link (<http://edjo.in/111111>).
7. Click "Add to Cart" to checkout, using an online purchasing cart. **NEW:** You may now purchase more than one ad at a time!

**Ads are due the Monday prior to the publication date at 1:00 PM PST. No ads will be accepted after 1:00.**

Your Shopping Cart

CHECKOUT

Items: 0 Total: \$0.00

**Ad Dimensions** Required ⓘ  
5x2

**EdCal Issue Date(s):** Hold Ctrl or Command to select multiple dates Required ⓘ  
July 4, 2016  
July 18, 2016  
August 1, 2016  
August 15, 2016

**Featured Job Upgrade** ⓘ  
 Make my job Featured for an additional \$100

**Weekly Job Alert** ⓘ  
 Add my job to the weekly Job Alert email for an additional \$100

**Social Media Upgrade** ⓘ  
 Upgrade my ad to include social media for an additional \$50

**Include Logo** ⓘ  
 Include a logo in your online listing for an additional \$50

**Job Title** Required ⓘ

**Job District/Company** Required ⓘ

**County** Required ⓘ

**Job Category** Required ⓘ  
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**Average Daily Attendance (ADA)** ⓘ

**Application Deadline** Required ⓘ  
6/27/2016

**Or** ⓘ  
 Open Until Filled

**Upload your formatted/print-ready epub ad as a PDF** Required ⓘ  
Choose File No file chosen

**Salary** Required ⓘ

**Work Days** ⓘ

Continued on next page

Step 4: When you have finished filling out all required and optional fields, review your total cost to ensure it is correct and click “Add to Cart” to add the job ad to your shopping cart.

Application Instructions Required ?

Expanded Description ?

Contact Name Required ?

Contact Title Required ?

Contact District/Organization Required ?

Contact Phone Required ?  
(000) 000-0000

Contact Email Required ?

EdJoin Ad ID# ?

Total ?

Add to Cart

If you would like to place additional ads, you may do so now. Fill out the form and hit “Add to Cart” for each ad you want to place. You can check out one time for multiple ads.

When you are finished adding all your ads, click “Checkout” at the top of the page.

Step 5: Your cart summary will appear, along with your total cost. Click Checkout.

MY CART

SUBTOTAL: \$280.00

ITEM	UNIT PRICE	TOTAL PRICE
AD EdCal Ad for the Dimension 5x2	\$280.00	\$280.00 X

APPLY PROMO CODE

CHECKOUT

PLEASE NOTE: Your job ad will appear in the electronic publication CareerConnect (epub) with a live link to your website or application, and a classified listing of your ad will appear in the printed edition of EdCal's CareerConnect section. **NEW:** Your ad will also appear as an online listing on careers.acsa.org with live links to your email and website/application.

Items: 1 Total: \$280.00

1. Select the dimensions of your ad, and select the issue date(s) you'd like your ad to run.
2. Select if you want any expanded options (Featured Ad: \$100; Social Media Upgrade: \$50; Add logo to online listing: \$50; Include ad in weekly Job Alert email: \$100)

Step 6: Sign in to your existing account or create a new account. We recommend that you create an account and save your billing information for quick checkouts in the future.

The screenshot shows a 'MY CART' modal with a subtotal of \$280.00. It features three main sections: 'SIGN IN', 'CREATE A LOGIN', and 'CHECKOUT AS A GUEST'. The 'SIGN IN' section includes fields for email and password, a 'LOG IN' button, and a 'forgot my password' link. The 'CREATE A LOGIN' section includes fields for email, password, and confirm password, with a 'CREATE A LOGIN' button. The 'CHECKOUT AS A GUEST' section includes a green 'CHECKOUT' button. At the bottom right, it shows 'Items: 1 Total: \$280.00'. Below the modal, a list of instructions is visible:

1. Select the dimensions of your ad, and select the issue date(s) you'd like your ad to run.
2. Select if you want any expanded options (Featured Ad: \$100; Social Media Upgrade: \$50; Add logo to online listing: \$50; Include ad in weekly Job Alert email: \$100).
3. Enter the basic job information, starting with Job Title, as it will appear in print and online listings.

Step 7: Review your cart one final time and click "Next Step."

The screenshot shows the 'MY CART' modal with a subtotal of \$280.00. It includes a navigation bar with 'MY CART'S CONTENT', 'BILLING ADDRESS', 'PAYMENT METHOD', and 'CONFIRM ORDER'. Below this is a table with the following data:

ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE
AD EdCal Ad for the Dimension 5x2		\$280.00	\$280.00

At the bottom right, there is an 'APPLY PROMO CODE' button and a green 'NEXT STEP' button. Below the modal, a list of instructions is visible:

1. Select
2. Select if you want any expanded options (Featured Ad: \$100; Social Media Upgrade: \$50; Add logo to online listing: \$50; Include ad in weekly Job Alert email: \$100).
3. Enter the basic job information, starting with Job Title, as it will appear in print and online listings.
4. Upload your print-ready epub ad as a PDF. Download free ad templates: [MS Word templates](#) | [PDF templates](#)
5. Enter the contact information for the position/application.

Step 8: Enter your billing address and phone number. This will be saved with your profile and automatically filled in for future purchases.

Welcome eseneal@acsa.org

## MY CART

SUBTOTAL: \$280.00

MY CART'S CONTENT | BILLING ADDRESS | PAYMENT METHOD | CONFIRM ORDER

NAME:

CITY:

PHONE:

COMPANY NAME:

COUNTRY:

STREET ADDRESS:

STATE / PROVINCE:

STREET ADDRESS 2:

ZIP / POSTAL CODE:

PREVIOUS STEP | NEXT STEP

PLEASE NOTE: Your job advertisement listing of your careers...

1. Select
2. Select
3. Enter
4. Upload
5. Enter
6. NEW
7. Click "Add to Cart" to checkout, using an online purchasing cart. NEW: You may now purchase more than one ad at a time!

Ads are due the Monday prior to the publication date at 1:00 PM PST. No ads will be accepted after 1:00.

Step 9: Choose your payment method, either Visa/Mastercard or deferred payment. We will invoice you at the end of the month if you choose this option.

Welcome eseneal@acsa.org

## MY CART

SUBTOTAL: \$280.00

MY CART'S CONTENT | BILLING ADDRESS | PAYMENT METHOD | CONFIRM ORDER

CARD TYPE:

CARD NUMBER:

EXPIRATION MONTH / YEAR:

NAME ON CARD:

CVC:

**BILL ME LATER**  
An invoice will be sent to you by email.

PREVIOUS STEP | NEXT STEP

PLEASE NOTE: Your job advertisement listing of your careers...

1. Select
2. Select
3. Enter
4. Upload
5. Enter the contact information for the position/application.
6. NEW: Enter the job's EdJoin ID number to include an automatic EdJoin short link (<http://edjo.in/111111>).
7. Click "Add to Cart" to checkout, using an online purchasing cart. NEW: You may now purchase more than one ad at a time!

Ads are due the Monday prior to the publication date at 1:00 PM PST. No ads will be accepted after 1:00.

Step 10: Review your order and if everything is correct, select "Place Order."

Welcome [esenecal@acsa.org](mailto:esenecal@acsa.org)

## MY CART

SUBTOTAL: **\$280.00**

MY CARTS CONTENT | BILLING ADDRESS | PAYMENT METHOD | CONFIRM ORDER

**BILLING ADDRESS**  
Emily  
ACSA  
1029 J Street  
Sacramento, CA, US  
95814  
9163293833  
[esenecal@acsa.org](mailto:esenecal@acsa.org)

**PAYMENT INFORMATION**  
I will pay later

ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE
AD EdCal Ad for the Dimension 5x2	1	\$280.00	<b>\$280.00</b>
<b>SUBTOTAL</b>			<b>\$280.00</b>
<b>TOTAL</b>			<b>\$280.00</b>

PREVIOUS STEP |  | APPLY PROMO CODE | PLACE ORDER

You will receive an email confirmation of your order with the total amount and payment details. Please email [careerconnect@acsa.org](mailto:careerconnect@acsa.org) if you need to make any changes to your ad after it has been submitted.