**ADVERTISING SOURCES**

**12/07/2018**



1. **MLive Media Group –**

(Ann Arbor.com, Bay City Times, Flint Journal, **Grand Rapids Press**, Jackson Citizen Patriot, **Kalamazoo Gazette**, **Muskegon Chronicle**, Saginaw News)

* **Address:** 155 Michigan Street NW, Grand Rapids, MI 49501-3338
* **Contact:** Martin Wingate (216) 999-4766
* **Phone:** (800) 886-5529
* **Email:** mwingate@advancelocal.com
* **Deadlines:** Tuesday and Sunday Editions

**Sunday Edition**

* Column Ad – Friday at 4 PM Display Ad – Thursday by 4 PM

**Tuesday/Thursday Editions**

* Column Ad – Previous day at 3 PM
* MLive – Included in cost (14 or 30 days)
1. **Lansing State Journal**
* **Address:** 300 S. Washington Square, Suite #300, Lansing, MI 48933
* **Contact:** Lauren Henderson
* **Phone:** (517) 377-1020
* **Fax:** (313) 496-4968
* **Email:** [lhenderson@michigan.com](file:///C%3A%5CUsers%5CAnderj10%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5C6ADO5ZXE%5Clhenderson%40michigan.com)
* **Deadlines:** Daily and Sunday Editions

**Sunday Editions**

* Column Ad – Friday, 4 PM Display Ad – Approved by Wednesday 4PM, Material delivered by Thursday 4PM
1. **Michigan.com**
* **Address:** 6200 Metropolitan Parkway, Sterling Heights, MI 48312
* **Contact:** Tamika Key, Account Executive
* **Phone:** (586) 826-7329
* **Fax:** (313) 496-4834
* **Email:** tkey@michigan.com
* **Deadlines:** Daily and Sunday Editions

**Sunday Editions**

* Column Ads – Friday 3PM Display Ads – Thursday 5 PM (unless sending camera ready ad then the deadline is noon on Friday)

**Must list which section ad to be listed:**

258 Accounting 270 Medical-Dental

259 Automotive 275 Nursing

260 General 280 Office-Clerical

262 Computer/Information Systems 281 Restaurant

263 Designers 282 Retail

264 Drivers 285 Sales Opportunities

265 Engineers 287 Telemarketing

266 Professional/Management 290 Part-Time Temporary

267 Machine/Machinist 353 Job Fairs

1. **Holland Sentinel**
* **Address:** 54 West Eighth Street, Holland, MI 49423
* **Contact:** Haley Havinga
* **Phone:** (616) 546-4235
* **Fax:** (616) 396-4710
* **Email:** haley.kelley@hollandsentinel.com
* **Deadlines:** Daily and Sunday

 **Sunday Edition**

* Column – Friday, 2 PM Display – Thursday, 11 AM

 **Daily Edition**

* Column – Previous Day, 2 PM Display – 2 Workdays Prior to Ad Running, 11 PM
1. **Grand Haven Tribune**
* **Address:** 101 N. Third Street, Grand Haven, MI 49417
* **Contact:** Audra
* **Phone:** (616) 842-0100
* **Fax:** (616) 245-1026
* **Email:** classifieds@grandhaventribune.com
* **Deadlines:**

**Daily Edition only –** (No Sunday or Holiday editions)

* Daily – Column Ad – Previous Day by 3:30
* Saturday Edition – Friday by 11:30 AM
* Display – 2 Days Prior
1. **Grand Rapids Times (Weekly Publication)**
* **Address:** 2016 Eastern Ave SE, Grand Rapids, MI 49507
* **Contact:** Pam Chapman
* **Phone:** (616) 245-8737
* **Fax:** (616) 245-1026
* **Email:** staff@grtimes.com
* **Deadlines:** Submit by Wednesday by 12PM for Friday publishing.
* **Instructions:** Email ad copy and also send by fax. They will format it for their system and send a quote. Be sure to specify that we want them to use the GVSU logo (they have it). Ask them to bill as usual; bill comes at the end of the month.
1. **El Vocero Hispano**
* **Address:** 2818 Vineland SE, Grand Rapids, MI 49508
* **Contact:** Ana Guerra-Advertising Department
* **Phone:** (616) 246-6023
* **Fax:** (616) 246-1228
* **Email:** [advertising@elvocerous.com](file:///C%3A%5CUsers%5CAnderj10%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5C6ADO5ZXE%5Cadvertising%40elvocerous.com)
* **Deadlines:** Publication Days – Fridays
* **Instructions:** Email ad copy, they will send a quote.
1. **Chronicle of Higher Education – The Chronicle of Philanthropy**
* **Address:** 1255 Twenty-third Street NW, Washington, D.C. 20037
* **Contact:** Robert Schiff, Recruitment Advertising Consultant
* **Phone:** (202) 466-1762
* **Fax:** (202) 296-2691
* **Email:** robert.schiff@chronicle.com
* **Online insertion form:** [www.chronicle.com](http://www.chronicle.com)
1. **HigherEdJobs**
* **Address (Main):** 328 Innovation Boulevard, Suite 235, State College, PA
* **Address (Billing & Accounting):** 715 Lake Street, Suite 400, Oak Park, IL 60301
* **Contact:** Lynley Brinkman
* **Phone:** (814) 861-3080 ext. 206
* **Email:** lynleyb@higheredjobs.com
* **Instructions:** Go to website for information. [www.higheredjobs.com](http://www.higheredjobs.com)
1. **Diverse Issues in Higher Ed (Formally Black Issues in Higher Ed)**
* **Address:** 10520 Warwick Avenue, Suite B-8, Fairfax, VA 22030-3216
* **Contact:** Virginia Hendrix
* **Phone:** (703) 385-2400
* **Fax:** (703) 218-1919 or (708) 385-1839
* **Email:** DiverseAds@DiverseEducation.com
* **Website:** [www.diverseeducation.com](http://www.diverseeducation.com)
1. **Hispanic Outlook in Higher Education**
* **Address:** P.O. Box 68, Paramus, NJ 07652
* **Contact:** Tomas Castellanos
* **Phone:** (201) 587-8800
* **Fax:** (201) 587-9105
* **Email:** tomas.castellanos@hispanicoutlook.com
* **Website:** [www.hispanicoutlook.com](http://www.hispanicoutlook.com)

1. **Women in Higher Education – (Monthly Publication)**
* **Address:** 5376 Farmco Drive, Madison, WI 53704
* **Contact:** Liz Farrington, Senior Account Manager
* **Phone:** (512) 202-4093
* **Fax:** (608) 284-0601
* **Email:** lfarringto@wiley.com
* **Website:** [www.wihe.com](http://www.wihe.com)
1. **Chicago Tribune**
* **Address:** 435 N. Michigan, Chicago, IL 60611
* **Contact:** Sara
* **Phone:** (844) 666-6501 ext. 3742
* **Fax:** (312) 222-4014
* **Email:** smangel@tronc.com
* **Instructions:** If you email, put “Ad” in the subject line.
1. **InsideHigherEd.com**
* **Contact:** Margaret Gray
* **Phone:** (202) 448-6147
* **Fax:** (202) 448-6136
* **Email:** margaret.gray@insidehighered.com
* **Instructions:** Post 5 ads or more in the coming year, you can get discounts by pre-paying for a package of 5 credits for $1,100 or 10 credits for $2,100
* **About:** More than 1.3 million higher ed professionals a month from every academic discipline and every administrative area (site traffic measured by Google Analytics). About 35% of our readers are academics, about 38% are institutional and academic administrators, and nearly 12% hold executive titles. Readership is proportional throughout the country, and about 12% of our readers are outside the U.S. Our readers come from every kind of institution; about 13% are at community colleges. And our readers are very diverse: nearly 20% are minorities and more than 55% are women.