












Marketing Opportunities with University Career Services 2021 - 2022

Build your organization's visibility on campus ahead of major events and recruitment activities while saving time, reducing costs, and improving hiring diversity by marketing through University Career Services.

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Feature Article in Bi-Weekly Handshake Newsletter • \$100 per week
 - ▶ Submit any content (job posting, event, video, recruiter's contact info, etc.) to engage target students about your organization's opportunities. Gain visibility as the Newsletter sponsor and enhance your organization's brand as an Employer of Choice
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Recognition on Career Services Website • \$150 per week
 - ▶ Promotions placed on our Website's most visited pages to build your organization's visibility on-campus ahead of major fairs and recruitment activities
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Website Branding - Career & Industry Pathways Program • \$150 per week
 - ▶ This program provides employers an opportunity to place their logo, links, and an employee spotlight on pages that are connected with their jobs or industries on the UCS website pages that are dedicated to UNC's top Career & Industry Pathways for our job seekers
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Organization of the Week Flyers (Option 1) • \$150 per week
 - ▶ Two 11 x 17 flyers with your organization's information and QR codes will be placed on the highly visible student message boards in up to 1-5 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Flyers (Option 2) • \$225 per week
 - ▶ Two 11 x 17 flyers with your organization's information and QR codes will be placed on the highly visible student message boards in up to 6-10 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Flyers (Option 3) • \$300 per week
 - ▶ Two 11 x 17 flyers with your organization's information and QR codes will be placed on the highly visible student message boards in 11-15 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Flyers (Option 4) • \$400 per week
 - ▶ Two 11 x 17 flyers with your organization's information and QR codes will be placed on the highly visible student message boards in 16-20 campus buildings of your choosing. This gives your organization the MAXIMUM branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Posters (Option 1) • \$150 per week
 - ▶ Two 24 x 36 posters with your organization's information and QR codes will be placed on the highly visible plastic shields that separate the front desk reception area from students checking into University Career Services. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Posters (Option 2) • \$150 per week
 - ▶ Two 24 x 36 posters with your organization's information and QR codes will be placed on the two doors leading to the University Career Services career coaching office suites in Hanes Hall. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Posters (Option 3) • \$150 per week
 - ▶ Two 24 x 36 posters with your organization's information and QR codes will be placed at the entrance of our two Classrooms in University Career Services in Hanes Hall. These two rooms are used for students to meet with our student Career Peers who provide general career support and by Career Coaches to conduct career education workshops and career classes. This gives your organization extra branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.
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Organization of the Week Posters (Option 4) • \$400 per week
 - ▶ Get all of the combined options from 1-3. This gives your organization the MAXIMUM branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.