

GRAYSTONE GROUP

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The **University of Alabama Birmingham** has partnered with **Graystone Group** Advertising for the **University's** faculty recruitment advertising needs, both print and web.

Graystone provides a single-source solution for all of your faculty recruitment advertising needs. Their services are at **NO CHARGE** as they are compensated by the media. **UAB departments pay only what the media charges.**

UAB departments that have taken advantage of **Graystone's** services have found them to be prompt, friendly and professional.

In 2013, in conjunction with the introduction of Graystone's services to the UAB campus, the Office of the Sr. Vice Provost introduced a series of faculty recruitment advertising templates which aimed at supporting and enhancing the **University's** branding efforts.

For display ads, these designs are mandatory. However, you may work with Graystone to "mix and match" ad styles, i.e. line ads and/or Web ads.

It is strongly recommended that **UAB** entities partner with **Graystone** for their faculty recruitment advertising needs. Utilizing **Graystone** will assure that branding guidelines are adhered to and that all **UAB** faculty recruitment ads will include the University approved equal opportunity and diversity-inclusion language.

Graystone is the industry leader in academic recruitment advertising. They are familiar with all the media entities utilized by **UAB**. **Graystone** provides a one stop solution for all recruitment advertising needs.

UAB integrated the Graystone process with UAB PeopleAdmin in 2015. To place an ad via **Graystone**, please mark "**Yes**" to the "WILL YOU USE GRAYSTONE TO ADVERTISE THIS POSITION QUESTION" within the faculty recruitment requisition in UAB PeopleAdmin. Upload the appropriate ad content as a Word document file in the space provided within the requisition; along with your selection of publications and media sources for placement and any special instructions (i.e. journal and publication recommendations; diversity placement sources) to Graystone. Their team will retrieve your request from UAB PeopleAdmin.

Our representative at **Graystone** is **Bob Sheftic**. His email is rgsheftic@graystoneadv.com. Bob is on campus frequently and will be happy to meet in

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person. His telephone number is **1-800-544-0005 ext. 300**. Or, you may contact the advertisement desk at **ads@graystoneadv.com**.

Should you wish to place ads independently of **Graystone**, please visit <http://www.uab.edu/brand/home/standards/logos> for brand standards and guidelines for proper logo use.