



e-Blast Fees, 2020-21

The e-Blast typically goes out on a Monday or Friday and only one e-Blast goes out weekly, except in the months of December through May, when there may be both a Monday and Friday e-Blast. As of May 2021, we have over 24,000 subscribers.

Positions: e-Blasts are intended for senior level roles, such as Superintendent and Cabinet-level positions. Under certain conditions a non-cabinet department leadership vacancy might be accommodated. We do not currently post for principalships but are considering that option in Spring of 2022.

e-blast only:

- Base rate: 595. With this rate you write the entire copy although we reserve the right to make modest edits to maintain consistency of tone.
- +275 if substantial rewriting is required.
- +450 if you'd like us to write the entire copy.
- The e-Blast will direct prospects to an application link that you'll provide.
- **Small School Districts:** Please ask us about our small school district discount for school districts under 4000 ADA.
- **Multiple e-Blasts.** Base rate is reduced to 475 for a district that sends multiple e-Blasts during a single academic year.

Included in the e-Blast fee: Many prospective candidates will respond directly to *Human Capital Enterprises* expressing interest or asking questions about the job. We will forward those directly to the school district. Please let us know who in your school district will serve as the point-person on queries.

e-Blast plus 30-day Job Posting on www.humancapitalenterprises.com:

- Base rate: 820

To secure an e-Blast, please email info@humancapitalenterprises.com