



e-Blast Fees, 2023

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 the beginning of January 2023, we have over 40,000 subscribers with an average “Open” rate of over 30%. This means that likely over 12,000 individuals will intentionally read your advert.

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.

e-blast only:

- Base rate: 695. With this rate you write the entire copy although we reserve the right to make modest edits to maintain consistency of tone.
- +400 if substantial rewriting is required.
- +625 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:** School Districts with fewer than 2000 students are afforded a 15% discount.
- **Multiple e-Blasts.** Base rate is reduced to 575 for a district that sends multiple e-Blasts during a single academic year, beginning with the second e-Blast.

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: 950

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