



## ***e-Blast Rates, 2024***

The e-Blast typically goes out on a Sunday or Friday and only one e-Blast goes out weekly, except in the months of December through May, when there may be both a Sunday and Friday e-Blast. On Holiday Weekends we will send our e-Blast out on Monday instead of Sunday. As of the January 2024, we have over 40,000 subscribers.

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.

Our Principal E-Blast is under development for High School principals. Please reach out via email to inquire.

### **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.
- +300 if substantial rewriting is required.
- +670 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:** A 20% discount is offered to school districts who serve under 3000 ADA.
- **Multiple e-Blasts.** Base rate is reduced to 550 for a school 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](http://www.humancapitalenterprises.com):**

- Base rate: 875

*To secure an e-Blast, please email [info@humancapitalenterprises.com](mailto:info@humancapitalenterprises.com)*