

## Diversity Ads and Advertising Sources

Reaching the best possible candidates and increasing the diversity of your applicant pool requires active and targeted recruitment. Active recruitment can involve:

- Advertising on websites, publications, or professional associations that serve various diverse and equity-seeking groups.
- Directly contacting potential candidates to invite them to apply.
- Seeking networking opportunities at conferences and professional events.
- Asking colleagues in other departments for recommendations for outreach. They might be able to recommend recruitment activities that worked in their searches and some that did not. There may be excellent candidates who were not successful in a previous search but are qualified for the current search.
- Reaching out to relevant professional associations or non-profit organizations to identify individuals who meet the job requirements.

### Examples of Potential Sourcing Options:

- Academic institutions (schools/colleges)
- Alumni networks & affinity groups
- University student success centres
- Association job boards & list services
- Career websites
- Direct sourcing (networking, word of mouth, etc.)
- Diversity websites and listservs
- Job boards
- Journals/publications
- Newspaper (print or online)
- Online advertising (i.e. banner ads)
- Posters/flyers
- Recruiting events
- Community groups and cultural centres
- Employment agencies
- Interfaith agencies and centres

The following pages provide specific options and information for diverse outreach advertising opportunities and advertising sources. Some of these organizations may charge a fee for posting with them and others will have agreements with McMaster so that anyone making the posting will not incur any charges. For more information, visit the [Diversity Recruitment Resources webpage](#). For any external postings, ensure that the Employment Equity Statement is included as per the [Employment Equity Policy](#).

## Outreach Advertising Opportunities

Publication	Circulation	Frequency	Location	Diversity
Share	45,000	Weekly - Thurs	GTA & Hamilton	Black
Weekly Voice	30,500	Weekly - Fri	GTA & Oakville	South Asian
Arab News	25,000	Bi weekly - Wed	GTA	Arab
Word	50,000	Monthly	GTA – campus	Caribbean
Ulahathamilar		Weekly - Fri	GTA	Tamil
Sanjh Savera Weekly *website too	15,000 175,000/m	Weekly - Thurs	GTA	Punjabi
Sing Tao	60,000	Daily	GTA	Chinese
Philippine Reporter	12,000	Bi-Weekly	GTA	Filipino
The Weekly Gleaner	200,000	Weekly - Thurs	GTA and National	Jamaican
Windspeaker +Birchbark	8,000	Monthly	Ontario	Indigenous
First Perspective	15,000	Monthly	First Nations Reserves	Indigenous
Xtra	45,000	Bi-Weekly - Thurs	GTA	LGBTQ+
Fab	31,000	Bi-Weekly - Thurs	Ontario	LGBTQ+
Now	120,000	Weekly	Toronto	Alternate
Abilities	45,000	4 X / year	National	Persons with Disabilities

## Advertising Sources

- Hamilton Spectator - [www.thespec.com](http://www.thespec.com)
- Kitchener-Waterloo Record - [www.therecord.com](http://www.therecord.com)
- London Free Press - [www.lfpress.com](http://www.lfpress.com)
- Toronto Star - [www.thestar.com](http://www.thestar.com)
- Globe and Mail - [www.theglobeandmail.com](http://www.theglobeandmail.com)
- Job Bank - [www.jobbank.gc.ca](http://www.jobbank.gc.ca)
- Workopolis - [www.workopolis.com](http://www.workopolis.com)
- National Society of Black Engineers - [www.nsbe.org](http://www.nsbe.org)
- Career Edge - [www.careeredge.ca](http://www.careeredge.ca)
- Charity Village - [www.charityvillage.org](http://www.charityvillage.org)
- Black Businesses & Professionals Association - [www.bbpa.org](http://www.bbpa.org)
- Ontario Council of Agencies Serving Immigrants - [www.ocasi.org](http://www.ocasi.org)
- Aboriginal Professional Association of Canada – [www.aboriginalprofessionals.org](http://www.aboriginalprofessionals.org)
- Nation Talk (Canada's Premier Aboriginal newswire, employment, event and tender service) - <http://nationtalk.ca>
- Senior Women Academic Administrators of Canada - [www.swaac.ca](http://www.swaac.ca)

Human Resources Services uses Adlink Advertising for assistance with placing employment ads. Adlink can:

- Research the best places for you to advertise for a given position;
- Place ads with industry specific journals and websites - including medical, teaching (CAUT, University Affairs etc.);
- Develop a job advertisement based on information you provide about the job;
- Recommend advertising strategies to fit within your budget; and
- Co-ordinate the placement of ads in desired mediums.

It will help Adlink Advertising if you have:

- An idea of budget (especially important if you are working on a deadline);
- A solid job description from which they can develop an advertisement.