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

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

- Hamilton Spectator - www.thespec.com
- Kitchener-Waterloo Record - www.therecord.com
- London Free Press - www.lfpress.com
- Toronto Star - www.thestar.com
- Globe and Mail - www.theglobeandmail.com
- Job Bank - www.jobbank.gc.ca
- Workopolis - www.workopolis.com
- National Society of Black Engineers - www.nsbe.org
- Career Edge - www.careeredge.ca
- Charity Village - www.charityvillage.org
- Black Businesses & Professionals Association - www.bbpa.org
- Ontario Council of Agencies Serving Immigrants - www.ocasi.org
- Aboriginal Professional Association of Canada – 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

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.