

# DHR Advertising Spend CY 2024

DHR Ad spend for calendar year 2024 through [coordinated advertising program](#) and [Internal Service Fund ISF](#)

<ul style="list-style-type: none"><li>• Seven Days = \$22,773.75</li><li>• Burlington Free Press = \$4,743.75</li><li>• Rutland Herald/Time Argus = \$10,341.10</li><li>• Indeed (Sponsored Ads) = \$25,350.04</li><li>• VT Professionals of Color = \$5,820.00</li><li>• VT Digger = \$4,310.00</li></ul>	Total: \$73,338.64 Local \$47,988.60 % Local 65%
--	--

Note: this accounts for ads placed through DHR's coordinated advertising program. It does not include ads that may be placed directly by departments in other local publications.

Statewide advertising contracts paid through DHR Internal Service Fund.

<ul style="list-style-type: none"><li>• CIRCA (Diversity recruiting platform) = \$12,825 (no such service is available locally)</li><li>• Career Arc (Social Media) = \$25,000 (no such service is available locally)</li></ul>	<b>All Job advertising through DHR</b> Total \$111,163.64 Local \$47,988.60 % Local 43%
---	--