



## Advertisement User Guide

### International Hires Recruitment Guidelines

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In order to file a permanent residency petition for our teaching faculty, a national recruitment must have been conducted. The US Department of Labor has strict requirements regarding the recruitment.

The advertisement must list the title, duties and minimum education, training and experience requirements. It is best to not list the salary in the advertisement. If you do mention the salary, say negotiable; do not list the salary.

Electronic AND print ads must both meet the following two requirements:

The advertisement must be in a website or publication that is NATIONAL in scope. Websites or publications that only list job opportunities in a specific region probably do not qualify to satisfy the PERM requirements.

The publication or website must be that of a PROFESSIONAL JOURNAL, meaning that the journal which publishes the ad must regularly offer articles with scholarly or professional content in addition to job listings in at least one of its formats.

Electronic advertisements must also meet the following two requirements, which do not apply to print ads:

Electronic advertisements must be posted for a MINIMUM OF 30 CALENDAR DAYS to satisfy the new FAQ.

The START AND END DATES of the electronic advertisement must be documented to satisfy the new FAQ. The gold standard of evidence for this requirement would be computer printouts of the advertisement from a web browser showing the URL and the date. Those printouts would ideally be made on both the day the ad was posted and the day the ad was taken down. There may be other types of acceptable evidence if this is infeasible. For print ads, tear sheets are still the preferred method of proof.

List of acceptable journals (partial list)

- Chronicle of Higher Education – [UW agreement in place](#). Print and online posting choices available at a discounted rate.
- New England Journal of Medicine
- Science
- Nature
- Journal of the American Veterinary Medicine Association
- American Historical Association Perspectives

- Notice of the American Medical Society
- Chemical & Engineering News
- Journal of Dairy Sciences
- Modern Language Association
- American Statistical Association News

Just a reminder that the folks who evaluate our permanent labor certifications at DOL are not specialists in higher education, and certainly not specialists in any particular academic field. The only publication they are all familiar with is the Chronicle of Higher Education. Any other "national professional journal" that is submitted, will be subject to undue and possibly unfair skepticism about its national scope and professional/scholarly content.

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