

# 2008 Pricing Schedule

## Non-contract Line Rates Open Rates

Run Day(s)	In-column	Display
Mon. - Sat.	\$14.05	\$15.81
Sunday	\$16.86	\$18.62

## National Rates\*

Run Day(s)	In-column	Display
Mon. - Sat.	\$15.17	\$16.93
Sunday	\$18.21	\$19.47

\* Not eligible for frequency incentives

## Non-Profit Rates\*

Run Day(s)	In-column	Display
Mon. - Sat.	\$8.58	\$10.34
Sunday	\$10.30	\$12.06

\* Requires valid 501C3

## Job Fair Rates\*

Run Day(s)	In-column	Display
Mon. - Sat.	\$43.56	\$45.31
Sunday	\$52.27	\$54.02

\* Applies to events with multiple employers

## Earned Frequency Incentives

Incentives are earned based on consecutive day frequency of each ad during a 7-day period. Multiple unique ads may not be combined to earn these incentives. Incentives apply to all contract and non-contract rates, excluding National Rate.

Frequency Level	Incentive
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7+ times	40% off
5-6 times	35% off
4 times	30% off
3 times	25% off
2 times	20% off

## General Information

All rates are commissionable to recognized agencies at 15 percent. Line rates are per line, per day. Minimum size for display ads is 6 column inches of copy per ad, per insertion (84 lines). Minimum size for in-column ads is 6 lines of copy per ad, per insertion. Box replies are \$150.

## Annual Revenue Commitments

Annual Revenue Commitment levels are shown below. A signed agreement is necessary to earn these rates. Annual Revenue Commitments may be signed by authorized third parties (Recognized advertising agencies).

## Contract Line Rates \$100,000 Level

Run Day(s)	In-column	Display
Mon. - Sat.	\$8.58	\$10.34
Sunday	\$10.30	\$12.06

## \$75,000 Level

Run Day(s)	In-column	Display
Mon. - Sat.	\$9.03	\$10.79
Sunday	\$10.84	\$12.60

## \$50,000 Level

Run Day(s)	In-column	Display
Mon. - Sat.	\$9.51	\$11.27
Sunday	\$11.41	\$13.17

## \$25,000 Level

Run Day(s)	In-column	Display
Mon. - Sat.	\$10.01	\$11.77
Sunday	\$12.01	\$13.77

## \$10,000 Level

Run Day(s)	In-column	Display
Mon. - Sat.	\$10.54	\$12.30
Sunday	\$12.65	\$14.40

## Online Ads\*\*

Add online exposure and get one line in print FREE!  
(Free line to feature a Mobile and Web ID)

<b>7 days on HotJobs</b>	\$99
<b>30 days on HotJobs</b>	\$199
Additional job titles	\$50

\*\* Online ads will appear on our network of 60 kiosks and will be accessible to mobile users. Includes capability to add expanded text and photos.

# The Palm Beach Post *Recruitment*

## Modular Display Rates

Size	Daily	Sunday
Full Page (10 col. X 22.5")	\$7,668 \$2.43/line	\$9,000 \$2.86/line
Half-page (vert.) (5 col. X 22.5")	\$5,176 \$3.29/line	\$6,075 \$3.86/line
Half-page (horiz.) (10 col. X 11.25")	\$5,176 \$3.29/line	\$6,075 \$3.86/line
Quarter-page (5 col. X 11.25")	\$3,450 \$4.38/line	\$4,050 \$5.14/line
Eighth-page (5 col. X 5.5")	\$2,300 \$5.97/line	\$2,700 \$7.01/line

## Upgrades

**\*Pick up your ad into any of these weekly JOBS features for \$2/line.**

Choose from the following a la carte options to increase visibility of your ad and target valuable "passive" job seekers:

Monday	<b>Trades Zone</b>	Sports
Monday	<b>Professional Job Source</b>	Business
Wednesday	<b>Accent on Careers</b>	Accent
Thursday	<b>Healthcare Career Focus</b>	Local
Friday	<b>In the Biz (Restaurant &amp; Hospitality)</b>	TGIF

**\*Pick up your Sunday JOBS ad into a 2nd classification and get 50% off the 2nd ad.**

## FRONT PAGE ADVERTISING

These ads appear on the front page of the Sunday JOBS section in FULL COLOR.

<b>Strip Ads</b>	(10 cols. X 3")	\$3,620
<b>Spotlight Ads</b>	(3 cols. X 3.25")	\$1,076

Frequency discounts available for 2x, 4x and 8x.

## In-Column Ad Packages

Choose from the following cost-effective product bundles, designed to maximize exposure across multiple audiences.

	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>EMERALD</b>
Job Titles Per Ad	1	1	1	1
Included Print Lines	11	11	6	6
JOBS print ad - Sundays	1	2	1	1
JOBS print ad - Weekdays	6	1	2	0
HotJobs.com	7 or 30 days	7 or 30 days	7 or 30 days	7 or 30 days
Kiosk Network	7 or 30 days	7 or 30 days	7 or 30 days	7 or 30 days
Mobile Delivery of Ads	7 or 30 days	7 or 30 days	7 or 30 days	7 or 30 days
Additional Print Features*	Choose 1	Choose 1	Choose 1	--
Florida Pennysaver	All Zones	All Zones	All Zones	All Zones
La Palma	Yes	Yes	Yes	Yes
Neighborhood Post	All Zones	All Zones	All Zones	All Zones
Featured Job on PalmBeachPost.com	Yes	Yes	Yes	Yes
Online Jobs Video	Yes	--	Yes	Yes
Price w/7 days	\$799	\$599	\$499	\$399
Price w/30 days	\$899	\$699	\$599	\$499
Additional Lines	\$22.66	\$30.36	\$31.11	\$20.00

\* See "Upgrades" section of rate card for description.

**The Palm Beach Post**  
PalmBeachPost.com

**Call your Palm Beach Post Account Executive to advertise today.**

In The Palm Beaches: (561) 820-4343  
On the Treasure Coast: (772) 223-3500  
All Other Areas: (800) 432-7595 Ext. 4343

# The Palm Beach Post *Recruitment*

## 2008 Recruitment Deadlines & Specs

### Deadlines

<b>Day Ad Runs</b>	<b>In-Column Ads</b>	<b>Display Ads</b>
Sunday	Friday, 4 p.m.	Thursday, 4 p.m.
Monday	Friday, 4 p.m.	Friday, 4 p.m.
Tuesday	Monday, 1 p.m.	Friday, 4 p.m.
Wednesday	Tuesday, 1 p.m.	Monday, 4 p.m.
Thursday	Wednesday, 1 p.m.	Tuesday, 4 p.m.
Friday	Thursday, 1 p.m.	Wednesday, 4 p.m.
Saturday	Friday, 12 p.m.	Thursday, 4 p.m.

Any faxes must be received 1 hr. prior to published deadlines.  
Insetion orders should be faxed to (561) 820-4340.

Deadlines are one day earlier for prepaid ads.

### Classified Column Widths

1 column	1 1/16"
2 columns	2 1/4"
3 columns	3 7/16"
4 columns	4 9/16"
5 columns	5 3/4"
6 columns	6 15/16"
7 columns	8 1/16"
8 columns	9 1/4"
9 columns	10 7/16"
10 columns	11 5/8"

### Display Modular Sizes

Full Page	10 cols. X 22.5"
1/2 Page Horizontal	10 cols. X 11.25"
1/2 Page Vertical	5 cols. X 22.5"
1/4 Page	5 cols. X 11.25"
1/8 Page	5 cols. X 5.5"

### Ad Materials

In-column ads may be faxed to 561-820-4376 or uploaded to [www.postclassads.com](http://www.postclassads.com)

Display ads require and ad number and may be uploaded to [www.pbniads.com](http://www.pbniads.com)

### Front Page Sizes

Strip Ad	10 cols. X 3"
Spotlight Ad	3 cols. X 3.25"

## Employment

<b>Classification #</b>	<b>Classification Name</b>
1403	Classes/Instruction
1406	Accounting/Finance
1408	Advertising/Public Relations
1410	Arts/Entertainment/Publishing
1412	Banking/Mortgage
1414	Caregiver/Domestic
1416	Clerical/Administrative
1418	Customer Service
1420	Education/Training
1422	Engineering/Architecture
1424	Healthcare
1434	Hospitality/Travel
1436	Human Resources
1437	Human/Social Services
1438	Insurance
1439	Janitorial/Cleaning
1440	Law Enforcement/Security
1442	Legal
1444	Management/Consulting
1446	Manufacturing/Operations
1448	Marketing
1450	Models/Dance
1452	New Media/Internet
1454	Non-Profit/Volunteer
1456	Personal Services
1458	Pharmaceutical/Biotech
1459	Professional
1460	Public Sector/Government
1462	Real Estate
1464	Restaurant/Food Service
1466	Retail
1468	Sales
1470	Technology
1472	Telecommunications
1473	Telemarketing/Telesales
1474	Trades/Automotive Services
1478	Trades/Construction
1488	Trades/Miscellaneous
1490	Transportation/Logistics
1491	Part-Time/Seasonal
1492	Home Based Business
1494	Miscellaneous
1496	Employment Services
1498	Seeking Employment