

Recruitment Advertising Packages

SUNDAY ONLY

\$22/Line Open Rate

Agreement Level	Rate/Line
\$2500	\$20.90
\$10,000	\$19.80
\$25,000	\$18.70
\$50,000	\$17.82
\$100,000+	\$16.50

3 DAYS WITHIN 7 DAYS

\$29/Line Open Rate

Agreement Level	Rate/Line
\$2500	\$27.55
\$10,000	\$26.97
\$25,000	\$24.65
\$50,000	\$23.49
\$100,000+	\$21.75

7 CONSECUTIVE DAYS

\$35/Line Open Rate

Agreement Level	Rate/Line
\$2500	\$33.25
\$10,000	\$31.50
\$25,000	\$29.75
\$50,000	\$28.35
\$100,000+	\$26.25

Additional online posting fees apply to line ads. See table below:

Up to 6 lines	\$254	15-19 lines	\$364
7-9 lines	\$284	20-27 lines	\$444
10-14 lines	\$334	28+ lines	
	\$509		

Big Ad Rates (Posting Fee Included In the Rates Listed Below)

Size	Price	1st Pick Up
1/8 Page (5c x 5")	\$1950	\$975
1/4 Page (5c x 10")	\$3250	\$1650
1/2 Page (10c x 10")	\$5310	\$2655

ALL Ads Feature:

- 🕒 30 Days on Yahoo! HotJobs
 - 🕒 7 Days on Daily Herald.com at Top Jobs
 - 📖 1 issue of Reflejos Bilingual Journal (Spanish/English)
 - 🎯 **Target Candidate** Receive up to 10 additional candidates matching your hiring needs
 - 📄 **Instant Interviewer** Job-related information provided by jobseekers
 - 📊 **Response Manager™** tracking system to identify & organize ad response*
- * Alternative email address provided

Optional Upgrades and Services

Blind box	\$90	Tearsheet	\$7
Yellow Highlight	\$35/\$50	<i>Afiercollege.com</i>	\$35/\$50
Bold	\$10	Beep	\$1/Line
<i>Healthcare Network</i>	\$75	<i>Diversity Network</i>	\$50



in partnership with
YAHOO! hotjobs®

and



Suburban Chicago's #1 Source of Jobs!
Readership: 756,000 7-day cum. Readership
Published 7 Days a Week

Reflejos Bilingual Journal

The Voice for Suburban Latinos

100,000+ copies & published on
Monday

Beep

Get Busy in the Burbs!

30,000+ copies & Published on
Wednesday

Street Address:

155 E. Algonquin Road,
Arlington Heights, IL 60005

Contact:

Phone: 847-806-4242 Fax: 847-427-1130
Email: recruitads@dailyherald.com

Advertising Personnel:

**Kelly Bolyard, Asst Vice President,
Director of Interactive Media**
847-427-4305 kcasalino@dailyherald.com

Pete Rosengren, Director of Online Sales
847-427-4769 prosengren@dailyherald.com

Jeff Kutler, Recruitment Sales Manager
847-427-4773 jkutler@dailyherald.com

Ling Low, Inside Sales Executive
847-427-4770 llow@dailyherald.com

Karrie Bragg, Outside Sales Executive
847-427-4656 kbragg@dailyherald.com

All ads are posted on TopJobs

TopJobs appears on Dailyherald.com content pages & serves as a vehicle to reach passive jobseekers

Fairness & Accuracy:

Errors will be rectified by republication as deadlines permit. When republication is not an available option, credit shall be limited to the cost of the space occupied by the mistake. Under any circumstances, including omission, credit for a mistake shall not exceed the cost of the ad's first day of publication.

Policy Statement:

All ads are subject to review. The Publisher reserves the right to edit, properly classify, decline (or cease publication of) any ad without comment or appeal.

Mechanicals:

10 columns/broadsheet page
1 column = 1.083" 2 columns = 2.254"
Complete mechanicals furnished upon request.

Closing Times:

4:00pm Friday for SUNDAY & MONDAY
10:00am the day prior for TUE thru SAT
Deadlines for display classified and ads requiring special make-up may be earlier.

Commission and Cash Discount:

15% to recognized advertising agencies.
No cash discount. Prepayment is required until credit is approved and extended for billing By the Accounting Department.

AdDesk

Send display materials electronically to:
<http://ads.dailyherald.com>

Recruitment Ad Sorting:

Ads are alphabetically sorted by keyword.
The first word of the ad must be one of the attached recognized keywords