

Recruitment Advertising Packages

Daily Herald

Suburban Chicago's #1 Source of Jobs!

756,000 7-day cum. Readership

Published 7 Days a Week

Street Address:

**155 E. Algonquin Road,
Arlington Heights, IL 60005**

Telephone: 847-806-4242

Fax: 847-427-1130

Email: recruitads@dailyherald.com

Monster

All ads are posted to Monster, the world's leading marketplace of jobs and talent where people and opportunity are matched with unrivalled precision.

Reflejos Bilingual Journal

The Voice for Suburban Latinos

100,000 + copies & published on Sunday

Exclusively suburban Chicago

Advertising Personnel:

Kelly Bolyard, Assistant Vice President,
Director of Digital Development
847-427-4305, Kbolyard@dailyherald.com

Karrie Brooks, Classified Advertising Manager
847-427-4784, Kbrooks@dailyherald.com

James Guleserian, Recruitment Sales Executive
847-427-4656, Jguleserian@dailyherald.com

Steve Heeter, Recruitment Sales Executive
847-427-4770, Sheeter@dailyherald.com

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.

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.

Deadlines:

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.

All ads are posted on Top Jobs

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

Recruitment Ad Sorting:

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

AdDesk

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

Recruitment Advertising Packages

Administrative
Arlington Heights office
seeks Administrative
Assistant for full time. Must
be proficient in MS Office.
Fax resume to 847-555-5555

★★ Sales ★★
Naperville manufacturer
seeks sales professional for
for suburban sales territory.
Must have basic knowledge
of machine parts industry &
own transportation.
Positive attitude and
friendly demeanor is a plus.
Fax resume to 847-555-5555
or Email
1234@dhapply.com

ENGINEERING

Our Elgin company has
been around for over 35
years. We are seeking a
Traffic Engineer. Position
Requires Bachelor's in Civil
Engineering, EIT Certification
and 4+ years exp in traffic
engineering that includes
exp with traffic controls &
HCM methodologies. Strong
Written, verbal, computer &
organizational skills a must.
Positive attitude is a plus.

Fax resume to 847-555-5555
or Email
1234@dhapply.com

Health Care

REGISTRY

Registry position, day shift.
This position will work
under the direction and
supervision of a registered
professional nurse (RN)
performs duties to assist in
providing high quality
patient care. All duties are
carried out in accordance
with established policies
and procedures.
Requirements:

- 1-3 years prior experience.
- High School Diploma or equivalent.
- Certification as a Nursing Assistant required after January 2008.
- Must be on the Illinois Registry.
- Phlebotomy Certification

Fax resume to 847-555-5555
or Email
1234@dhapply.com



**Resurrection
Health Care®**
For All of You, All of Your Life

Economy

\$479

Appx. 120 Characters

- Up to 6 lines in Daily Herald for 1 Day
- 1 Issue of Reflejos
- 30 days on Monster
- 7 days of Top Jobs at Dailyherald.com
- Response Manager™™ tracking to identify and organize your responses

Add \$25 for each additional day in print*

Add \$145 for addt'l 6 days (1 full week in print)

Standard

\$659

Appx. 240 Characters

- 7 - 12 lines in Daily Herald for 1 Day
- Issue of Reflejos
- 30 days on Monster
- 7 days of Top Jobs at Dailyherald.com
- Response Manager™™ tracking to identify and organize your responses

Add \$45 for each additional day in print*

Add \$250 for addt'l 6 days (1 week in print)

Full

\$934

Appx. 380 Characters

- 13 - 19 lines in Daily Herald for 1 Day
- 1 Issue of Reflejos
- 30 days on Monster
- 7 days of Top Jobs at Dailyherald.com
- Response Manager™™ tracking to identify and organize your responses

Add \$60 for each additional day in print*

Add \$320 for addt'l 6 days (1 week in print)

High Impact

\$1429

Appx. 700 Characters

- 20 - 35 lines in Daily Herald for 1 Day
- 1 Issue of Reflejos
- 30 days on Monster
- 7 days of Top Jobs at Dailyherald.com
- Response Manager™™ tracking to identify and organize your responses

Add \$120 for each additional day in print*

Add \$550 for addt'l 6 days (1 week in print)

*Additional days in print must run within 7-days of first insertion

Please see table on page 4 to calculate rates for ads above 35 lines.

Optional Upgrades and Services

Premier Jobs	\$75	Tear Sheet	\$7
Yellow Highlight	\$35	Diversity Network	\$60
Aftercollege.com	\$40	Healthcare	\$75
Bold	\$10	Network	\$75

Display Ad Rates

Includes 30 days on Monster and 1 Issue of Reflejos

SIZE	PRICE
One-Eighth Page (5.766" X 5")	\$1950
One-Quarter Page (5.766" X 10")	\$2800
One-Half Page (5.766" X 20")	\$3250
Or (11.625" X 10")	
Full Page (11.625" X 20")	\$4000

Ads 20 lines & above: 50% discount for running the same line ad on the same schedule for consecutive weeks.

Advertiser must notify rep of duplicate ad at time of purchase

All prices listed are gross. Questions?
Contact a Recruitment Multimedia Sales Executive by Calling
847-806-4242 Or Email recruitads@dailyherald.com

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Recruitment Display Ad Guidelines

Open Rate Display Pricing

Mandatory Internet Upload Fee for Display Ads is \$554. Includes 30 days on Monster and 7 days on Dailyherald.com

Single Day	\$350 pci	5-day	\$542 pci
2-day	\$398 pci	6-day	\$590 pci
3-Day	\$446 pci	7-Day	\$570 pci
4-day	\$494 pci		

Modular Sizes

Modular ad pricing includes 30 days on Monster and 7 days on Dailyherald.com

	<u>1/8 Page</u>	<u>1/4 Page</u>	<u>1/2 Page</u>	<u>Full Page</u>
Single-Day Price:	\$1950	\$2800	\$3250	\$4000
Each Additional Day*	\$500	\$700	\$900	\$1500
Specs:	5.766" x 5"	5.766" x 10"	11.625" x 10"	11.625" x 10"

** Additional days in print must run within
7-days of first insertion*

*50% discount for running the same display ad on the same schedule for consecutive weeks.
Advertiser must notify rep of duplicate ad at time of purchase.*

Optional Upgrades and Services:

- Premier Jobs \$75
- 1 Spot Color \$100 per run
- 4 Color \$400 per run
- Aftercollege.com \$40 for 30 days
- Diversity Network \$60 for 30 days
- Healthcare Network \$75 for 30 days
- Instant Ad \$75

Email display ad materials directly to
your sales rep or submit
electronically to:
<http://graphics.dailyherald.com>

Deadlines

Space: 4 pm Friday for SUN & MON editions.
10 am the day prior for TUE thru SAT editions.

Materials: 5 pm Friday for SUN & MON editions for camera-ready art.
10 am the day prior for TUE thru SAT editions for camera-ready art.
Deadline for non-camera-ready artwork is 24 hours
sooner in all cases.

All prices listed are gross.
Questions?
Contact a Recruitment Multimedia Sales Executive by Calling
847-806-4242 Or Email recruitads@dailyherald.com

Please use the table below to find prices for line ads above 35 lines.

Number of Days

Number of Total Lines

	1	2	3	4	5	6	7
36	1454	1577.43	1700.86	1824.29	1947.71	2071	2020
37	1479	1605.86	1732.71	1859.57	1986.43	2113	2060
38	1504	1634.29	1764.57	1894.86	2025.14	2155	2101
39	1529	1662.71	1796.43	1930.14	2063.86	2198	2142
40	1554	1691.14	1828.29	1965.43	2102.57	2240	2183
41	1579	1719.57	1860.14	2000.71	2141.29	2282	2223
42	1604	1748.00	1892.00	2036.00	2180.00	2324	2264
43	1629	1776.43	1923.86	2071.29	2218.71	2366	2305
44	1654	1804.86	1955.71	2106.57	2257.43	2408	2345
45	1679	1833.29	1987.57	2141.86	2296.14	2450	2386
46	1704	1861.71	2019.43	2177.14	2334.86	2493	2427
47	1729	1890.14	2051.29	2212.43	2373.57	2535	2468
48	1754	1918.57	2083.14	2247.71	2412.29	2577	2508
49	1779	1947.00	2115.00	2283.00	2451.00	2619	2549
50	1804	1975.43	2146.86	2318.29	2489.71	2661	2590
51	1829	2003.86	2178.71	2353.57	2528.43	2703	2630
52	1854	2032.29	2210.57	2388.86	2567.14	2745	2671
53	1879	2060.71	2242.43	2424.14	2605.86	2788	2712
54	1904	2089.14	2274.29	2459.43	2644.57	2830	2753
55	1929	2117.57	2306.14	2494.71	2683.29	2872	2793
56	1954	2146.00	2338.00	2530.00	2722.00	2914	2834
57	1979	2174.43	2369.86	2565.29	2760.71	2956	2875
58	2004	2202.86	2401.71	2600.57	2799.43	2998	2915
59	2029	2231.29	2433.57	2635.86	2838.14	3040	2956
60	2054	2259.71	2465.43	2671.14	2876.86	3083	2997
61	2079	2288.14	2497.29	2706.43	2915.57	3125	3038
62	2104	2316.57	2529.14	2741.71	2954.29	3167	3078
63	2129	2345.00	2561.00	2777.00	2993.00	3209	3119
64	2154	2373.43	2592.86	2812.29	3031.71	3251	3160
65	2179	2401.86	2624.71	2847.57	3070.43	3293	3200
66	2204	2430.29	2656.57	2882.86	3109.14	3335	3241
67	2229	2458.71	2688.43	2918.14	3147.86	3378	3282
68	2254	2487.14	2720.29	2953.43	3186.57	3420	3323