

ADVERTISING RATES | EMPLOYMENT TIMES

EMPLOYMENT TIMES / Distribution: 24,500 copies

Employment Times is published on Thursdays. Job seekers in nine counties turn to the pages of "ET" every week to look for jobs from some of the top employers in the area. Over 24,500 copies are distributed every week. Recruiters and Human Resource Professionals know that they will get qualified applicants from their advertisements in *Employment Times*.

Published: Thursday
 Format: Tabloid – 9.8" x 13"
 Space reservation: Tuesday 5pm

1. OPEN RATE \$22.31 PER COLUMN INCH

2. ANNUAL DISCOUNT AGREEMENT

Advertisers will receive an annual discount established by the minimum net dollars spent annually on all advertising. This discount applies to all Conley publications based on the open rate, unless otherwise stated. Pre-print, color, and print and deliver revenue applies towards contract fulfillment.

Dollars	Disc.	Dollars	Disc.
\$2,500	10.0%	\$20,000	19.0%
2,900	10.6%	23,000	19.6%
3,300	11.2%	27,000	20.2%
3,800	11.8%	31,000	20.8%
4,400	12.4%	36,000	21.4%
5,000	13.0%	41,000	22.0%
5,800	13.6%	47,000	22.6%
6,700	14.2%	54,000	23.2%
7,600	14.8%	62,000	23.8%
8,800	15.4%	72,000	24.4%
10,100	16.0%	82,000	25.0%
11,600	16.6%	95,000	25.6%
13,400	17.2%	109,000	26.2%
15,400	17.8%	125,000	26.8%
17,700	18.4%	144,000	27.4%
		166,000	28.0%

3. COLOR RATES in *Employment Times*

One color plus black - \$90 • Full Color - \$215

4. INTERNET ADVERTISING

All ads running in *Employment Times* are included on CareerSite.com accessible through our www.employment-times.com Web site.

Rates effective September 30, 2007

5. AD SIZES AND MECHANICALS

MECHANICALS: 1 to 7 columns wide by 1" to 13" deep

Columns	Inches
7	9.8
6	8.39
5	6.98
4	5.57
3	4.16
2	2.75
1	1.34

Employment Times is printed on web offset presses using 35-lb. newsprint. Screens are 85-line resolution.

All advertising is display-style, with optional artwork, borders, and logos available at no extra charge. *Employment Times* is produced electronically using Macintosh-compatible equipment and software. Ads can be created by *Employment Times*, or in electronic format by client. *Employment Times* accepts artwork electronically only in QuarkXPress, Adobe Illustrator, Adobe Photoshop or PDF format on floppy disk, zip disk or emailed to: pscheel@conley.net.

ADSEND address: WIWAF.

6. CONLEY CAREER CONNECTION

ZONE A WAUKESHA COUNTY (*Thursday Waukesha Freeman, Waukesha Weekend Post, Oconomowoc Enterprise, Milwaukee Post, Employment Times*) **Per Column Inch \$37.57**

ZONE B OZAUKEE/WASHINGTON COUNTIES (*Employment Times, Thursday Daily News, Oz/Wash Weekend, News Graphic, Wednesday Advantage/Guide*) **Per Column Inch \$41.57**

FULL ZONE (Zones A & B) **Per Column Inch \$56.83**

Contract Discount applies to ET buy only!

7. MULTI PUBLICATION DISCOUNT PACKAGES

Increase readership of your ad for faster results. Add any of the following publications and receive a special discount package. Ad must run within 7 days from first insertion.

Publication	Open Employment Rate	New P/U Rate	Distribution	Publication Days
Washington County				
West Bend Daily News	12.58	2.66	10,408	M/TU/W/TH/F/SA
Washington County Advantage <i>(with Ozaukee Guide)</i>	17.27	6.31	44,175	W
Ozaukee County				
News Graphic	9.43	3.91	8,016	TU/TH
Ozaukee Guide <i>(with Washington County Advantage)</i>	17.27	6.31	28,745	W
Ozaukee & Washington Counties				
Oz/Wash Sunday Post	18.58	6.38	75,687	SU
Waukesha County				
Waukesha Freeman	20.12	3.12	15,917	M/TU/W/TH/F/SA
Waukesha Weekend Post	20.12	4.43	70,550	SA Freeman/SU Post
Oconomowoc Enterprise	10.24	2.72	5,123	TH
Milwaukee County				
Milwaukee Post	21.39	4.99	25,398	SA

(Prices are per column inch)