

ADVERTISING RATES | EMPLOYMENT TIMES

EMPLOYMENT TIMES / Distribution: 29,000 copies

Employment Times is a weekly publication inserted on Thursdays in the Daily News - Washington County, News Graphic - Ozaukee County and the Waukesha Freeman - Waukesha County. Job seekers turn to the pages of "ET" every week to look for jobs from some of the top employers in the area. Recruiters and Human Resource Professionals know that they will get qualified applicants from their advertisements in the *Employment Times*.

Published: Thursday
 Format: Tabloid - 10.598" x 10.5"
 Space reservation: Wednesday Noon

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.

EMPLOYMENT TIMES DISCOUNT SCHEDULE

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. INTERNET ADVERTISING

ON-LINE ONLY

14 day posting	\$75
30 day posting	\$100
60 day posting	\$125
(3) pack of jobs	\$250
(5) pack of jobs	\$375

(jobs packages include a featured and spotlight upgrade)

All ads running in the *Employment Times* are included on our Web site at

gmtoday.com/jobs
 Serving Metro Milwaukee

**Ask us about our additional on-line features that are available for purchase with your print ad.

4. COLOR RATES

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

5. AD SIZES AND MECHANICALS

MECHANICALS: 1 to 9 columns wide by 1" to 10.5" deep

Columns	Inches
1	1.11
2	2.296
3	3.482
4	4.668
5	5.854
6	7.04
7	8.226
8	9.412
9	10.598

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.com.

ADSEND address: WIWAF.

6. CONLEY CAREER CONNECTION

ZONE A WAUKESHA COUNTY (*Waukesha Freeman 1x, Waukesha Weekend Classifieds, Oconomowoc Enterprise, Milwaukee Post, Employment Times*)Per Column Inch \$37.79

ZONE B OZAUKEE/WASHINGTON COUNTIES (*Employment Times, Daily News 2x:(T-Sat.), Washington County Sunday Post, News Graphic, Ozaukee Guide*)Per Column Inch \$38.48

FULL ZONE (Zones A & B)Per Column Inch \$53.95

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	13.85	3.02	9,859	TU/W/TH/F/SA
Sunday Post	11.15	3.06	46,641	SUN
• Ozaukee County				
News Graphic	9.43	3.91	7,917	TU/TH
Ozaukee Guide	13.41	3.16	28,160	W
• Waukesha County				
Waukesha Freeman	21.22	3.33	11,542	TU/W/TH/F/SA
Waukesha Weekend Classifieds	19.11	4.43	32,305	SA Freeman/SU Post
Oconomowoc Enterprise	10.24	2.72	4,242	TH
• Milwaukee County				
Milwaukee Post	21.63	4.99	19,100	SA

(Prices are per column inch)

Rates effective October 2, 2011