

# GREAT PACKAGE DEALS

## GENERAL HELP WANTED Advertising

We want to make it easy to recruit qualified candidates for your general positions so we've created these packages with you in mind. Each package includes print advertising in **The News & Observer** and a job posting on **Trianglejobs.com**, **Careerbuilder.com's** local affiliate.



### package1

**\$1,299**

4-inch ad in Sunday's employment section. Same ad previewing or repeating one time 6 days before or after the Sunday run 30-day posting on Trianglejobs.com powered by Careerbuilder.com. 50,000 Banner Impressions on Trianglejobs.com 300x250. Add a community paper package for only \$196.\* (Originally \$2,535.24)

### package2

**\$625**

2-inch ad in Sunday's employment section. Same ad previewing or repeating one time 6 days before or after the Sunday run 30-day posting on Trianglejobs.com powered by Careerbuilder.com. Add a community paper package for only \$98.\* (Originally \$967.12).

### package3

**\$415**

1-inch ad in Sunday's employment section. 30-day posting on Trianglejobs.com powered by Careerbuilder.com. Add a community paper package for only \$49.\* (Originally \$548.38).

\*Community paper package rate is for one of the regions listed below and includes all the papers in that region. If the Community Paper is published twice a week, the ad will be published in the Wednesday edition.

**North** North Raleigh News & Midtown News  
**West** Durham News & Chapel Hill News  
**East** Eastern Wake News, Garner-Clayton Record & The Herald (Smithfield)  
**Southwest** Cary News & Southwest Wake News

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### Target your recruitment message to the right audience.

In print and online, The N&O and its Web sites are the primary source for jobs.

- 67% used The N&O or one of our products the last time in the market for employment or a career change.\*
- One ad in the Sunday N&O reaches 567,800 adults in the Raleigh-Durham DMA.\*\*
- A daily/Sunday N&O combination reaches 619,700 adults in the Raleigh-Durham DMA.\*\*\*
- Trianglejobs.com, powered by Careerbuilder.com, has an average of 579,000 page views each month.\*\*\*

\* Scarborough Research, 2008 Custom Recontact Study (Durham, Johnston, Orange and Wake counties)

\*\* Scarborough Research, October, 2008-September 2009  
\*\*\* Omniture Site Catalyst, 2009

newsobserver.com



**trianglejobs.com**

powered by

**careerbuilder.com™**

For more information contact your regular advertising representative or call

**919-829-4600.**