

# GREAT PACKAGE DEALS

EXECUTIVE / PROFESSIONAL

# HELP WANTED Advertising



We want to make it easy to recruit qualified candidates for your executive/professional 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.

## package 1

**\$1,399**

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).

## package 2

**\$700**

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).

## package 3

**\$470**

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

## 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.**