

# CareerConnection's Employment Weekly

SERVING THE ENTIRE HAMPTON ROADS REGION

## 2011 Career Fair & Education Expo Calendar

### *The Premier Weekly Recruitment Publication in Hampton Roads*

Our promotional campaign for each event exceeds \$20,000

#### A Mix Of Marketing Including:

- CareerConnection's Employment Weekly
- CareerConnection.com
- The Virginian-Pilot Newspaper including CareerConnection
- Inside Business
- Military Newspapers of Virginia
- The Flagship Newspaper
- Tidewater Parent

Ask About Our New Business Incentive!

### *We Recruit 52 Weeks a Year for You*

#### 32,500 Free Copies Of Employment Weekly Is Distributed Weekly At 800 Locations Including:

- All Military Bases (43 locations)
- Farm Fresh
- Food Lion
- Office/Industrial Parks
- Shopping Malls/Centers
- WaWa & other Convenience Stores
- Universities & Libraries
- Colleges, Technical & Trade Schools
- All Virginia Employment Commission Offices

#### Covering all counties and cities in Hampton Roads including:

- Chesapeake
- Hampton
- Newport News
- Norfolk
- Portsmouth
- Smithfield
- Suffolk
- Virginia Beach
- Williamsburg

### FEBRUARY

Hilton Norfolk Airport

Wednesday, February 2nd, 10 am – 2 pm

### MARCH

Sandler Center for the Performing Arts / Virginia Beach

Wednesday, March 2nd, 10 am – 2 pm

### APRIL

Chesapeake Conference Center

Wednesday, April 20th, 10 am – 2 pm

### JUNE

Hilton Norfolk Airport

Wednesday, June 22nd, 10 am – 2 pm

### SEPTEMBER

Hilton Norfolk Airport

Wednesday, September 21st, 10 am – 2 pm

The image shows the cover of the February 2011 issue of CareerConnection's Employment Weekly. The cover features several job advertisements: '44 Jobs Demanded Are In Health Care' with a Centura logo, 'CALL CENTER QUICK HIRE!' for HERSY Heavy Equipment Operators, and 'WANTED! TELECALLER REPS are Needed.' Below these is a large advertisement for Bryant & Stratton College titled 'NEW! Bachelor Degree in Health Services Administration' and 'A SUPERVISORY POSITION IN HEALTHCARE CAN BE A GREAT CAREER FOR YOU.' The cover also includes contact information for CareerConnection (757.222.5454, hrew.com) and details for the Career Fair & Education Expo (February 2nd, 10 am - 2 pm, Hilton Norfolk Airport).

For more information about any of these exciting upcoming events, please contact your Recruitment Advertising Sales Representative

# CareerConnection's Employment Weekly

SERVING THE ENTIRE HAMPTON ROADS REGION

Every week **over 80,000\*** job seekers pick up a copy of CareerConnection's Employment Weekly.

Employment Weekly reaches a **different and diverse group of job seekers:** Passive job seekers (candidates looking for their next career move or better pay), **exiting military** (base distribution), **younger job seekers beginning their career** (high school and college campus distribution, and non-newspaper readers).

Employment Weekly is **available free in over 800 locations**, including Military Bases, Farm Fresh, Food Lion, 7-11, WaWa and freestanding boxes throughout the Southside and Peninsula.

*\*Hampton Roads Opinion Survey '07*



## YOU GET TOTAL MARKET COVERAGE WITH ONE AD

SOUTHSIDE AND PENINSULA:

Chesapeake | Hampton | Newport News Extending into Williamsburg | Norfolk | Portsmouth | Suffolk | Virginia Beach

### 1 Expand Your Reach!

- Free publication
- 32,500 copies every week
- Over 800 pick-up locations
- Farm Fresh and Food Lion stores
- Freestanding boxes throughout Hampton Roads
- All military bases
- Convenience stores and high traffic retail centers
- Exclusive distribution at MacArthur, Lynnhaven and Military Circle Malls
- WaWas and 7-Elevens
- All Virginia Employment Commission Offices
- Universities & libraries
- Office/Industrial parks
- Colleges, technical and trade schools
- All high schools

### 2 Reach a Different more Diverse Audience

*(Hampton Roads Opinion Survey 2007)*

- Targets a younger job seeker
- Reaches a more diverse audience
- Reaches the military with on base, free rack distribution
- Distribution on high school and college campuses reaches first time job seekers
- Exclusive distribution partnerships with malls and retailers expands reach into the marketplace
- Free distribution reaches passive job seekers that recognize a better career opportunity with your company

### 3 Targeted Readership!

- Focused exclusively on job seekers
- Increase your applicant pool by reaching more job seekers!
- Run multiple listings affordably

**For more information, please contact your Recruitment Advertising Sales Representative**



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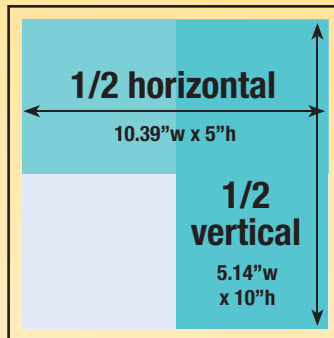
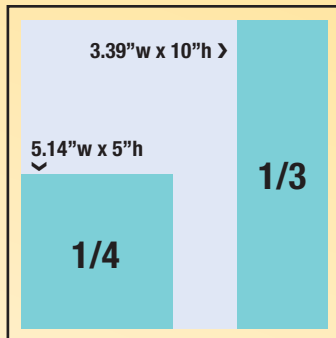
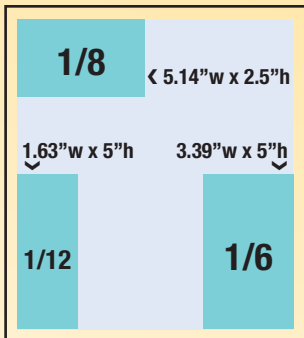
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REVISED 3.5.10 | RATES EFFECTIVE 10.12.09

SIZE	OPEN	6x	13x	52x
Back Page	\$1612	\$1450	\$1369	\$1290
Front Cover Half Page (6col x 4.25")	1245	1140	1058	996
Front Cover Large Block 1 & 4 (2col x 2.5")	SEE ACCOUNT REP FOR DETAILS			
Front Cover Small Block 2 & 3 (1col x 2.5")	SEE ACCOUNT REP FOR DETAILS			
Full Page (6col x 10")	1245	1140	1058	996
2/3 Page (4col x 10")	969	888	824	775
Half Page (Vertical - 6col x 5" or Horizontal - 3col x 10")	678	611	576	543
1/4 Page (3col x 5")	435	392	371	349
1/3 Page (2col x 10")	507	455	419	387
1/6 Page (2col x 5") new*	325	292	269	247
1/8 Page (3col x 2.5")	272	245	231	217
1/12 Page (1col x 5") new*	199	179	169	159
Doubletruck (12col x 10")	2490	2159	2159	1799

One Color - \$199 | Full Color - \$299

RATES ARE NET AND INCLUDE ONLINE PUBLICATION FOR WEEK OF BUY

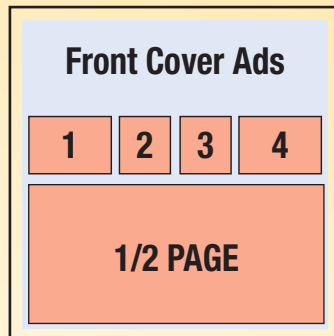
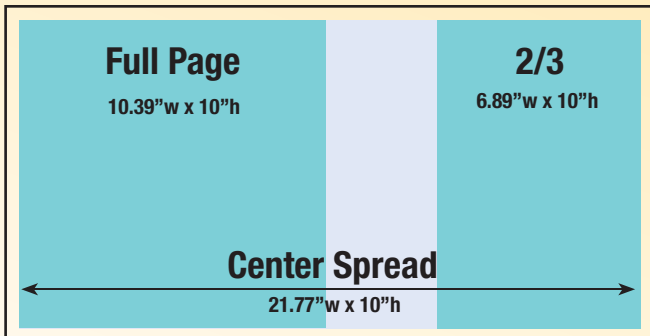


**MECHANICAL SPECIFICATIONS:**

- Printed on 100 line screen newsprint
- Digital photos should be 300 dpi or higher
- Finished ad material: 200 line screen PDF file format with fonts embedded/converted to outlines and CMYK color breakdown

**ADVERTISING DEADLINES:**

Display Ad Schedule & Ad Material Deadline:  
 Thursday 12 Noon  
 Camera Ready & Digital Deadline:  
 Friday 3 pm  
 Pick Up Ads No Changes:  
 Friday 12 Noon  
 Liners Deadline:  
 Friday 12 Noon



**FRONT COVER AD SIZES:**

- 1 & 4: 3.39" w x 2.5" h
- 2 & 3: 1.63" w x 2.5" h
- 1/2 Page: 10.39" w x 4.25" h

**For more information, please contact your Recruitment Advertising Sales Representative**