

# H A M P T O N R O A D S EMPLOYMENT Weekly



\*Hampton Roads Opinion Survey '07

Every week over **80,000\*** job seekers pick up a copy of Hampton Roads 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, Wa-Wa and freestanding boxes** throughout the **Southside and Peninsula**.

## 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
- Wa-Was 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

