

UtahCareerNews.com

Local People - Local Employers - Local Jobs - Local Training

2010 Media Kit

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sales@utahcareernews.com

About

UtahCareerNews.com is a local Job Board dedicated to serving the Wasatch Front and all of Utah. We are committed to connecting local residents together with local jobs and to providing a valuable resource to the community with a central job board that includes everything related to working and living in and around the Wasatch Front and Utah.

The job seeker knows someone is actually behind the scenes, giving users an overall better experience.

All employment is local. A smaller, local, well-targeted job board:

- Delivers greater value compared with the traditional larger job boards
- Offers employers', recruiters and businesses a more engaged, focused target audience that can be self-administered to control the flow of qualified candidates.

By hiring and putting local residents back to work, we boost the Utah economy in many ways:

- Increasing retail sales,
- Improving real estate values
- Preserving our local businesses

Doing our part to revive the economy of one of the nation's best places to live is one of the best reasons for working and living in Utah, a community of people that care. It's what UtahCareerNews.com is all about.

Local People! Local Employers! Local Jobs! Local Training!

Job Postings

Posting job openings for employers couldn't be easier. Our Online *Customer Self-Service Portal* features are available at your fingertips 24 hours a day, 7 days a week and are very user friendly.

Just four steps to post a job opening:

1. Visiting UtahCareerNews.com
2. Register as an Employer
3. Enter the Details of your Job Listing
4. Check Out

Your positions are self-administered!

That means you can put them up when you have open positions and take them down just as easily when your positions are file.

Our Employer account features include:

- My Account Control Panel
- Manage Profile
- Update Profile
- Retrieve Password
- Set Privacy Preferences Including Anonymous
- Create, Edit and View Ad postings
- Run, Stop, Delete, and extend Ad postings
- Set Email Alert Notices for Ads of Interest
- Automatic Expired AD Notices
- Manage Company Logo
- Renew Subscriptions
- Refer A Friend

It's that easy!

Display Advertising Page Placement

Display Advertising is available on the Home page and every category page on the site.

Note: You may purchase more than one page for your advertisement, however, you may only purchase one ad space per page e.g. one home page ad and one automotive page ad.

Display Advertising Page Placement

- Site HOME PAGE
- Accounting
- Admin & Clerical
- Automotive
- Banking
- BioTech
- Broadcasting
- Construction
- Consultant
- Customer Service
- Education Employment
- Engineering
- Executive
- Facilities
- Finance
- Fishery
- Government
- Healthcare
- Hospitality
- Human Resources
- Information Technology
- Insurance
- Legal
- Management
- Manufacturing
- Marketing
- Pharmaceutical
- Purchasing
- Real Estate
- Research
- Restaurant-Food
- Retail
- Sales
- Telecommunications
- Training & Education
- Transportation

*For Display Advertising, Email Ad
File and Order for to:
ads@UtahCareerNews.com*

Advertising includes a link to your website and 4 meta tags

Serving Salt Lake, Utah, Davis, Weber, Box Elder and Cache Counties

Display Advertising Available Sizes

Size A
468 x 90
Placement - Top

Size B
468 x 90
Placement - Bottom

Size C
120 x 120
Placement - Right

Size D
120 x 240
Placement - Right

Size E
120 x 600
Placement - Right

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Display Advertising Pricing

3 months (90 days)			
Maximum Ad Size (in pixels)	Page Location	Site Home Page	Category Page
A – 468 x 90	Top	\$299	\$149
B – 468 x 90	Bottom	\$199	\$69
C – 120 x120	Right	\$149	\$99
D – 120 x 240	Right	\$189	\$129
E – 120 x 600	Right	\$329	\$169

6 months (180 days)			
Maximum Ad Size (in pixels)	Page Location	Site Home Page	Category Page
A – 468 x 90	Top	\$589	\$289
B – 468 x 90	Bottom	\$389	\$89
C – 120 x120	Right	\$289	\$189
D – 120 x 240	Right	\$389	\$249
E – 120 x 600	Right	\$649	\$329

One Year (365 days)			
Maximum Ad Size (in pixels)	Page Location	Site Home Page	Category Page
A – 468 x 90	Top	\$1,169	\$569
B – 468 x 90	Bottom	\$769	\$169
C – 120 x120	Right	\$569	\$369
D – 120 x 240	Right	\$699	\$489
E – 120 x 600	Right	\$1,299	\$649

*For Display Advertising, Email Ad File and Order for to:
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Display Advertising Terms and Conditions

Priority and Acceptance

Ads are sold based on available location on the site. UtahCareerNews.com reserves the right to refuse to sell advertising if ads are deemed unsuitable by UtahCareerNews.com.

Ads Not Accepted

UtahCareerNews.com does not accept personal services, alcohol and/or tobacco related advertising.

Page Location

Ad spaces available are the top of the page body, the bottom of the page body, or the right hand side of the page body.

Advertising Page Selection

Prices listed for Ads appearing on the Site home page or a Category page.

Page Limits

Ads are limited to one per category page.

Ad Format

Accepted formats are PDF, GIF, TIFF, PNG, or JPEG. Gif or Tiff is preferred.

Maximum Ad Size (in pixels)

Ad does not need to be exactly this size. It can be this size or smaller. Ad files must be 35k or less file size.

JavaScript Ads

Must be error free and compatible with popular web browsers

HTML Ads

Must fit in the maximum ad size dimensions purchased.

AD Load Time

An ad of any type must not significantly slow down the loading of a site page e.g. increase page load time by more than 2 seconds on 56k dialup.

File Submission

Advertising reservations may be submitted via email or postal mail. Submissions must include Ad file and

Display Advertising Order Form Ads submitted on disc will not be returned. Submissions should be sent to: **Ads@UtahCareerNews.com**, or **UtahCareerNews.com 8646 Lamplight Lane, Magna, UT 84044**

Payment Terms

Once order is accepted, an Invoice is emailed to both the primary and billing contacts with payment instructions. Payment is due upon receipt. Payments not received within 10 days of Invoice result in category placement not guaranteed. Actual display of the advertisement on UtahCareerNews.com's website will be completed within 5 business days of payment receipt. Once placed on UtahCareerNews.com's website, cancellations and changes cannot be accepted. The advertiser or advertising agency will indemnify and hold UtahCareerNews.com harmless of any claims or suits for libel, violation of privacy rights, copyright infringement and any other claims or suits based upon the content to the advertising message.

Copyright Protection Clause

Advertisers and Advertising agencies assume liability for all content including text, presentation and illustrations in advertisements placed on UtahCareerNews.com's website and responsibility for any claim arising against UtahCareerNes.com regarding same.

Contact Us

For Display Advertising and Job Postings:
Ads@UtahCareerNews.com

For Billing and Invoices:
Billing@UtahCareerNews.com

Other Inquires:
Admin@UtahCareerNews.com

Sales Opportunities:
Staff@UtahCareerNews.com

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A Service of Classifieds Now, Inc
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