

 **Recruitment  
Advertising**



Member of  
International Association  
of Employment Web Sites

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## Recruitment Advertising from NewHire™

Advertising has never been more direct, targeted and accountable. It's also never been more complicated. Sure, if you have a big marketing staff or a fancy ad agency you can take advantage of the latest tricks, but **small and mid-market businesses don't always have the time and resources to manage their recruitment advertising.**

NewHire offers a variety of recruitment advertising options guaranteed to fit all your business's needs.



### Basic Advertising -- at NO Additional Cost

We offer basic recruitment advertising to NewHire clients on Indeed.com, SimplyHired.com and our NewHire Job Board **at no additional cost.**



### We Do All the Work

Our staff will publish the job ad(s) on the job boards included in the package you select. We link the ad(s) to your NewHire application, and **manage all of the job board accounts for you.**



### Expert Staff

Our expert staff knows **the ins-and-outs of recruitment advertising**, including the **best days of the week** to launch your advertising, the **right keywords, job titles** and **target markets**. We'll publish and manage all aspects of your job advertising when you choose one of our packages.



### Save Money

Here's the best part: NewHire has partnered with major job boards to provide our clients with the following **special pricing** on advertising when purchased with a NewHire license.

## Premium Ad Pack

### Our Most Popular Package

Our Premium Job Board Package includes job advertisements on the major job boards and a sponsored Cost-Per-Click (CPC) campaign, giving you a diversified recruitment advertising strategy to maximize your candidate sourcing. We offer special rates to NewHire clients, **saving almost 20% off the retail price.**



#### Job Board Advertising

This package includes 30-day job postings on CareerBuilder and Craigslist, and a 14-day job posting on LinkedIn. We link your advertisement to your NewHire application and manage all the job advertisements for you.



#### Indeed Sponsored CPC Campaign

This package includes \$100 budget for sponsored advertising on Indeed.com, the world's largest job board aggregator. The sponsored ad is featured at the top or bottom of job search result pages.



#### Campaign Reporting

We offer campaign reporting per your request. Reporting includes click-through-rates (CTRs) and cost-per-click (CPC) results from your campaign.

### Pricing

Online Job Board	Run time	Retail Price	Package Price
	30 Days	\$419	<b>\$699</b>
	14 Days	\$295	
	Sponsored PPC	\$100	
<a href="http://Craigslist.org">Craigslist.org</a>	30 Days	\$25	
<b>Total</b>		<b>\$835</b>	<i>You save \$140!</i>

## Social Networking Ad Pack

### Reach Candidates Not Looking on Job Boards

The advantage of social network advertising is that your job ad reaches people who may not be actively looking for a job on job boards. These ads target passive candidates while they are using websites like Google, LinkedIn and Facebook. We'll write the ad, and select keywords and geographies to target your ideal candidates. All click-throughs lead to your NewHire application where candidates can apply for the job.



#### Social Media Advertising

Reaching out to candidates through social media outlets is the new way to recruit! Take advantage of three popular and business-oriented ad vehicles to attract top talent.



#### CPC Advertising

This package includes Cost-Per-Click campaigns on LinkedIn, Google Adwords and Facebook. Start with an initial budget of \$200 for each site. A click can cost anywhere from \$0.50 - \$5.00 depending on the location, targets & the market.



#### Campaign Reporting

We offer campaign reporting per your request. Reporting includes click-through rates (CTRs) and cost-per-click (CPC) results from your campaign.

### Pricing

Website	Ad Type	Ad Budget*	Package Price
	Targeted PPC	\$200	<b>\$799</b>
	Keyword & Content	\$200	
	Target PPC	\$200	
<b>One-time setup</b>		\$199	

## LinkedIn Triple Target Ad Pack

### The Power of LinkedIn's Professional Recruiting Tools

Our LinkedIn ad package features three highly effective recruitment advertising methods through LinkedIn, the world's largest professional network. This highly targeted ad allows you to reach highly qualified candidates that may not be actively looking at job postings.

The NewHire team has access to powerful tools only available to professionals with LinkedIn's Recruiter Professional Services, giving you the edge you need to build a strong talent pool.

**This package includes:**



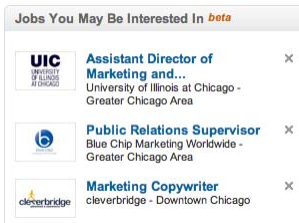
#### 1 Job Posting

Your LinkedIn Premium Ad pack includes one 14-day job posting on the LinkedIn Job Board that also feeds to qualified candidates' home pages.



#### Top Candidate Search

Our recruiting professionals search for top qualified candidates for the open position on LinkedIn. Once we identify top talent, we contact the 10 best candidates via LinkedIn InMail and invite them to apply for the position.



#### Highly Targeted CPC Campaign

LinkedIn Cost-Per-Click Campaign (CPC) campaigns are highly targeted form of recruitment advertising. LinkedIn matches your job with qualified candidates and displays your job ad on their LinkedIn home page. This package includes a \$150 budget towards your CPC campaign.

### Pricing

LinkedIn Premium Ad Pack	Price
Job Posting Candidate Search CPC Campaign	<b>\$499</b>

## Industry & Specialty Job Boards

### Industry & Specialty Job Boards



Specialty job & industry job boards are a great way to reach candidates with a special skill or industry experience. We can recommend sites for you or post based on your past experience.

Although these sites usually attract fewer candidates than an ad published on a large job board, candidates tend to be much more appropriate and better qualified for the job you advertise. Use these job boards when trying to reach a specific, narrow audience to build a strong talent pool.

### University Career Services, Alumni & Other Association Job Boards



Every college and university has its own way of getting the word out to students and alumni. Most of the campus recruitment ads are free of charge. We are happy to do the leg-work for you to advertise at your *alma mater*, the local colleges or universities. We will charge you for the time it takes to make this happen.

### Pricing

Ad Type	Price
Industry and Specialty Job Boards	Cost of ad plus 15% service fee
University, Alumni & Other association job boards	\$150/hour

## Multiple Package Discounts

**Purchase multiple Premium Ad Packs and receive additional discounts!** Use these Ad Packs to increase your exposure by re-posting sequentially or in multiple geographies! Standard job board ads run in one specific city or region.

### Pricing

One Ad Pack Includes:	# of Packages	Price Per Package
	1	\$699
	2-3	\$675
	4-5	\$650
	6-11	\$625
<u><a href="http://craigslist.org">Craigslist.org</a></u>	12-17	\$575
	18-24	\$500
	25-49	\$400
	50+	\$300