

## **Media Kit:**

### **The Complete Solution**

*Times-Standard.com* in partnership with Yahoo! HotJobs provides more local jobs than any other local Web site, and millions of jobs seekers through Yahoo! HotJobs. Together we can provide better ways to find that right fit! Our extensive multi-media advertising solutions reach the largest pool of candidates

### **Classifieds Print Section**

Employers rely on our Classifieds to reach the best potential employees among our *22 thousand + readers*. Reach both active and passive candidates through powerful display and liner advertisements.

### **Career Fairs & Virtual Career Events**

Candidates bring their resumes and enthusiasm, and they're ready to meet their future employer! Virtual Career Events provide a virtual solution for employers and jobseekers to connect during a targeted event catered to the needs of specific fields.

### **Specialty Publications**

Target a special audience through our specialty niche publications. From weekly employment publications to diversity and even health and living, specialty publications reach a candidate beyond the classifieds section.

### **Targeting**

#### **Job Posts**

Choose the duration of your jobs (30 or 60 days), have ongoing access to your Yahoo! HotJobs account to renew and edit your ads, and get the tools you need to find the right candidate.

#### **Job Slots**

With our exclusive Job Slot product, you get visibility (refresh your posting date), flexibility (reuse your listings) and value.

#### **Resume Search**

The resume database gives you robust candidate search tools to find exactly the right job seekers you are looking for - by geography, title, salary range, education, work authorization, security clearance and more.

## **Yahoo! HotJobs Direct**

Via e-mail marketing, reach passive seekers who have opted to receive career-related information (95 million of 127 million Yahoo! users)

## **Job Category Sponsorship**

Be top of mind and brand your organization in one of 30 job category pages, including health care, accounting/ finance, technology, and sales.

## **Recruitment Media Online**

### **Top Jobs Placement on *Times-Standard.com***

Reach the passive job seeker. Your job listing will appear in high profile ads throughout our news pages on our website.

### **Employment Videos**

Profile your job openings or your company through our dynamic online videos.

### **Y!HJ Home Page Media**

Target qualified job seekers through *Times-Standard.com* and Yahoo! HotJobs, and brand your company with Now Hiring and Large Rectangle online ad units.

### **Y!HJ Search Results Page Media**

Premium Placement and Skyscrapers bring you candidates who've searched for your criteria. Target candidates by occupation, location and even online behavior!