

CANADA EMPLOYMENT WEEKLY

If you're having difficulty reaching **professional and technical** job-seekers, advertise in the newspaper where readers are always interested in your recruitment message.

Every week, Canada Employment Weekly delivers your message to thousands of **professional and technical job-seekers** across Canada.

Editorial Content. Now in its 10th year, Canada Employment Weekly brings readers valuable information about new career opportunities across Canada, growing employers, job search articles and excerpts from best-selling Canadian career guides.

Quality Readership. 87% of our readers are university-educated and 29% of them hold masters or graduate degrees. 52% are currently employed and looking for better positions. Over half earned \$50,000+ in their last position. 21% earned \$75,000+.

Fully-Paid Circulation. 100% of our circulation is paid. At the newsstand, our paper costs \$4.65 per copy. An annual subscription (in Canada) costs \$232.50. Our average weekly readership is just over 20,000 job-seekers.

National Distribution. Our newspaper is sold at over 2,000 newsstands in every province of Canada. Nationally, the paper is available at Chapters, Indigo, UCS, 7-Eleven and virtually every major newsstand in the country. Our paper also reaches Canadians in 16 other countries.

Free Online Coverage. Your recruitment message will also be included at no additional charge on our popular online edition, **CEW Express**, for four weeks. Our online edition features the same content, but reaches readers a day before the newsprint edition.

A Colourful Medium. No other newspaper offers you more choice when it comes to colour. Our newsprint edition runs high quality 100 lpi process colour in every issue. Whether your advertising includes brilliant four-colour images or spot-colour highlighting, we can make your recruitment message stand out.

See reverse for rates, deadlines and technical specifications...

For more information, please contact:

Display Advertising Sales, Canada Employment Weekly
Tel. (416) 964-6069 • Fax (416) 964-3202 • advertising@mediacorp2.com
Mediacorp Canada Inc., 21 New Street, Toronto, ON M5R 1P7
<http://www.mediacorp2.com>



**Having Difficulty
Recruiting
Professional and
Technical
Job-Seekers?**

**Advertise Your
Opportunities
in Canada's
Largest Career
Newspaper**



MEDIACORP

Suggested Unit Sizes:

| | | | | | |
|--|--|--|---|--|---|
| | <p>Full Page:</p> <p>Height: 13-7/8" Width: 10-1/4" Columns: 5 Lines: 970</p> <p>\$3,026.40</p> | | <p>Half Page Horizontal:</p> <p>Height: 6-15/16" Width: 10-1/4" Columns: 5 Lines: 485</p> <p>\$1,513.20</p> | | <p>Three Column:</p> <p>Height: 13-7/8" Width: 6-1/32" Columns: 3 Lines: 582</p> <p>\$1,815.84</p> |
| | <p>Third Page Square:</p> <p>Height: 7-11/16" Width: 6-1/32" Columns: 3 Lines: 324</p> <p>\$1,010.88</p> | | <p>Third Page Banner:</p> <p>Height: 4-5/8" Width: 10-1/4" Columns: 5 Lines: 325</p> <p>\$1,014.00</p> | | <p>Quarter Page Square:</p> <p>Height: 5-7/8" Width: 6-1/32" Columns: 3 Lines: 246</p> <p>\$767.52</p> |
| | <p>Quarter Page Banner:</p> <p>Height: 3-1/2" Width: 10-1/4" Columns: 5 Lines: 245</p> <p>\$764.40</p> | | <p>Eighth Page Square:</p> <p>Height: 4-3/8" Width: 3-15/16" Columns: 2 Lines: 122</p> <p>\$380.64</p> | | <p>Minimum Display Size:</p> <p>Height: 2-7/8" Width: 1-15/16" Columns: 1 Lines: 40</p> <p>\$124.80</p> |

Rates shown do not include GST
GST Registration #134051515

Non-Unit Line Rate: \$3.12 per agate line

Column Width Sizes:

| | |
|-----------------|--------------|
| 1 column | 1-15/16" |
| 2 columns | 3-15/16" |
| 3 columns | 6-1/32" |
| 4 columns | Not accepted |
| 5 columns | 10-1/4" |

Tabloid format: 5 columns to the page, 194 lines per column.

Rates Effective: January 1, 2003

Material Requirements:

Printing Process: Web.

Emulsion: Right reading, emulsion down.

Halftone Screens: Black-and-white — 133 lpi
Colour — 100 lpi

Material: Digital files may be sent in PDF or EPS format (300 dpi, all fonts and graphics included) to: advertising@mediacorp2.com. Film and colour key required for colour.

Colour Charges: Spot colour is available for \$175 per colour (please specify PMS colour required). Process colour is available for an additional charge of \$525.

Special Positions: Add 25% to above rates for outside back cover. Other ads are placed in the requested occupational category.

Deadlines: Every Friday at 4:30 pm for booking and materials. We publish every week of the year, except Christmas and New Years.