



EMPLOYMENT LINER RATES

- Minimum size is 4 lines.
- Black & White Line Rates, shown below apply. Rates are per line, per day.
- Rate applies to consecutive days without change.
- All print ads must include Monster® platform charge unless otherwise noted.

Black and White Line Rates

	4-13 lines	14-41 lines	42-139 lines	140+ lines
Sunday	\$14.75	\$12.65	\$11.60	\$10.40
Daily	\$9.60	\$9.60	\$9.60	\$9.60
2x	\$8.90	\$7.60	\$7.10	\$6.55
3x	\$7.55	\$6.45	\$5.90	\$5.40
4-6x	\$6.90	\$5.85	\$5.10	\$4.50
7-13x	\$6.65	\$5.35	\$4.75	\$4.25
14x+	\$4.25	\$3.45	\$3.20	\$2.95

Screen Attention Getter

- Draw more attention with a benday screen over a liner ad (shading)
- \$25 per day

EMPLOYMENT DISPLAY RATES

- Minimum size 4 column inches (1 column x 4 inches or 2 columns x 2 inches)
- Black & White Line Rates, shown below, apply. Rates are per line, per day.
- Rate applies to consecutive days without change.
- All display ads are stacked from the bottom of the page and run as close as possible to the proper classification. Position cannot be guaranteed.
- Ask for any current discount specials.

1/2 Price Second Sunday

- First ad ordered for Sunday run date with Black & White Line Rates, shown above.
- Second consecutive Sunday 1/2 off the regular price when ordered at same time as the first ad. Does not apply to discount packages.

Premium Space

- Sunday Jobs Section featured Employer-Branding space.
- Sunday display ad must be ordered in conjunction.
- Deadline is Wednesday at noon.
- Limited availability.

New Opportunities

- Sunday Jobs Section & Tuesdays in Daily Life, full color 3.08" x 3.00"
- Deadline is Thursday at noon.
- Monthly contracts available.



Effective January 1, 2021



ADDITIONAL PRINT RATES

Print Discount Packages

- Line and Display print value packages may be available to maximize your advertisement. Please call or email for details.
- Benday, online product add-ons, and multiple day schedules also available.

ROP Lift Program

- Lift off your Sunday Jobs Section ad into the daily paper as many times as you'd like within 7 days of Sunday insertion.
- Target section any day of the week.

Referral Ads

- These ads direct the reader to your other ad(s) appearing in the paper the same day. Great for multiple positions.

ROP Rates

- Run your employment display ad in regular ROP.
- Minimum size is 18 column inches (2 columns X 9 inches or 3 columns X 6 inches)
- Rates depend upon size and date.
- ROP column widths apply.

Color

- Color accepted upon availability.
- Sunday color deadline, Thursday at 1pm
- Full Color \$300.

ADDITIONAL DETAILS

Dimensions

- 14 agate lines per inch. 2,940 lines per page.
- 10 column page, 294 lines per column.
- 21 inches page depth per column.
- Ads over 19 inches (266 lines) are billed at full depth (294 lines).
- See column width details below.

Classified Ad Column Width		
	Picas	Decimal Inches
1 column	5p9	.97"
2 columns	12p2	2.03"
3 columns	18p5	3.08"
4 columns	24p10	4.14"
5 columns	31p1	5.19"
6 columns	37p6	6.25"
7 columns	43p10	7.31"
8 columns	50p1	8.36"
9 columns	56p6	9.42"
10 columns	62p9	10.47"

Commission

- 15% commission will be paid to recognized agencies on classified employment rates, that appear on this rate card.

Changes to ad text or layout, or cancellations after deadline, may not be honored. Additional charges may also apply.



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ONLINE PRODUCTS

Monster®Single Postings

- Up to 30 day listings.
- Print and online packages available.
- Multiple posting discount packages also available.

TwinCities.com Display Banner Ads

- Banner ads run of site and across all devices: mobile, tablet and desktop.
- Banner Ad Sizes: 1200x600, 640x480, 970x250, 300x250, 728x90

Recruitology

Reach top talent with recruitment solutions by selecting the best job sites that span a full range of hiring industries and professional or trade fields, as well as sites for targeted audience common interests.

- Industry Network: Accounting/Fin , Call Center/Customer Service, Construction, Diversity, Education, Energy + Engineers, Healthcare, Hospitality, IT, Law Enforcement, Manufacturing + Trade, Max Recruit, Nursing, Sales + Marketing, Transportation

- Targeted Audience Network: Veterans, Social (Tweet My Job), Green Employer, After College

Online Packages

(SEM, SEO, Email, etc.)

- Customized packages available. Call or email for details. Hundreds of combinations available.

DEADLINES

- Deadlines for display ads, online advertising and holidays vary.

Sunday Job Section Deadlines

- Display ads requiring proof, materials due by Wednesday, 5pm
- Display ads that are camera ready, materials due by Friday, 3pm
- All color ads must have space reserved in by Thursday, 1pm
- Liner ads, materials due by Friday, 4pm

Daily Deadlines

	Liner	Display Proof Needed	Display No Proof Needed Camera Ready Art
Monday.....	Fri, 5pm.....	Wed, 5pm.....	Fri, 5pm
Tuesday.....	Mon, 1pm.....	Thurs, 5pm.....	Fri, 5pm
Wednesday.....	Tues, 1pm.....	Fri, 5pm.....	Mon, 5pm
Thursday.....	Wed, 1pm.....	Mon, 5pm.....	Tues, 5pm
Friday.....	Thurs, 1pm.....	Wed, 5pm.....	Wed, 5pm
Saturday.....	Fri, Noon.....	Wed, 5pm.....	Thurs, 5pm

EMPLOYMENT INDEX

- 400 Management & Executive Careers
- 401 Training & Career Resources
- 403 Accounting-Banking-Financial Careers
- 406 Administrative Support Careers
- 408 Education Careers
- 410 Drivers/Transportation Careers
- 413 General Careers
- 414 Social Services Careers
- 416 Automotive Careers
- 418 Government Careers
- 421 Healthcare Careers
- 423 Legal/Law Careers
- 426 Sales & Marketing Careers
- 427 Business Opportunities
- 430 Engineering & Technology Careers
- 433 Rental Property Careers
- 436 Performing Arts Careers



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