

# THE RIGHT HIRE STARTS RIGHT HERE

**"It is a great combination of on-line and print advertising at an affordable rate."**

*Okanagan Recruiters*

**"Since the launch of employmentinvancouver.com the number of resumes has significantly increased"**

*Atsonic Canada*

**"The number of responses, quality of candidates and value for my advertising dollar is clearly greater using your services in comparison to the daily papers"**

*Indalex Aluminum Solutions*

**"Over 300 (responses)... I was expecting about 200"**

*Revy Home & Garden*

**"Excellent service - helpful, responsive, friendly, professional"**

*Teleflex Canada*

**"More response than expected...pleased with result"**

*Classic Caregivers*

**"Far better service & attitude than Pacific Press"**

*Best Western Sea to Sky*

Today, companies hiring broaden their recruitment advertising buy beyond the traditional in order to find the best candidates – who may not even be looking for a job. The Recruitment Advertising Specialists at Business in Vancouver Media Group can provide you with an effective solution no matter what the position is you are trying to fill.

We can help you develop a recruitment advertising strategy that will best achieve your objectives. It may consist of both print and internet advertising. We consider the position(s), the type of candidate you want to attract, your budget and response required when suggesting recruitment advertising tools. Typically, for less than the "daily" alternative.

# THE RIGHT HIRE STARTS RIGHT HERE

**MID-LEVEL TO SENIOR POSITIONS** Attract experienced professionals through the Career pages of Vancouver's essential source for business news – *Business in Vancouver*. Reach over 80,000 additional opportunity seekers each week with the *Employment Paper Careers*.

**Business in Vancouver Careers**

\$40/ column inch

Discounts: 2 weeks 30% off

3 weeks 50% off

**Employment Paper Careers**

\$30/ column inch

Discounts: 2 weeks 15%

3 weeks 20%

4 weeks 25%

Advertise your *Business in Vancouver* Career ad in the *Employment Paper Careers* and receive 50% off.

**employmentinvancouver.com**

– On-line job postings with your print ads boost your reach on employmentinvancouver.com. Number of postings related to ad size. Unlimited internet-only job posting packages available.

**ENTRY LEVEL TO MID-LEVEL POSITIONS**

Motivated job seekers know there are hundreds of opportunities in the *Employment Paper Jobs* section every week. Get the response you need for far less than the dailies.

**Employment Paper Jobs**

Display ads include ad design, border, company logo, and proof. \$25/column inch

Line ads start at \$18

**employmentinvancouver.com –**

On-line job postings with your print ads boost your reach on employmentinvancouver.com. Number of postings related to ad size. Unlimited internet-only job posting packages available. See below for more details

**ADDITIONAL REACH FOR ALL POSITIONS**

Community Newspapers:

If you are hiring for positions across the Lower Mainland, the province or across the country, we can place recruitment advertising in community newspapers where you need it. In the Lower Mainland we offer VAN NET Community Newspapers. Rates vary and are displayed on separate cover.

**ON-LINE JOB POSTINGS**

employmentinvancouver.com.

Take advantage of free additional coverage with your print ads in the *Employment Paper* or *Business in Vancouver Careers*.

|                    |                         |
|--------------------|-------------------------|
| 1–4.5 col.inch ad  | 1 free on-line posting  |
| 5–9.5 col. inch ad | 2 free on-line postings |
| 10–20 col. inch ad | 3 free on-line postings |
| 21–30 col. inch ad | 4 free on-line postings |

Additional postings available \$25/week

Unlimited internet only job posting packages:  
3 months \$900 or 10 postings \$750 within year  
6 months \$1500  
12 months \$2400

# Employment **PAPER**

## **MID-LEVEL TO SENIOR POSITIONS**

Place your ad in an editorial environment in the *Employment Paper*.

## **CAREERS** **\$30 COLUMN INCH**

Includes ad design with border, logo, proof and complimentary box service if desired. \*

Minimum size 2 columns x 2"

Frequency Discounts:

2 weeks...15% 3 weeks...20% 4 weeks...25%

Ads running in *Business in Vancouver* Careers receive 50% off in *Employment Paper* (no size discount given)

Size Discounts:

|          |     |
|----------|-----|
| 6 – 12"  | 5%  |
| 13 – 25" | 10% |
| 26 – 50" | 15% |
| 51"+     | 25% |

Careers are on a 6-column page.

Page size is 10.25" x 15.5"

|          |          |
|----------|----------|
| 1 column | 1 9/16"  |
| 2 column | 3 5/16"  |
| 3 column | 5 1/8"   |
| 4 column | 6 7/8"   |
| 5 column | 8 9/16"  |
| 6 column | 10 5/16" |

## **FREE ON-LINE JOB POSTINGS!**

\* Complimentary box service does not include courier service.

## **ENTRY LEVEL TO MID-LEVEL POSITIONS**

Jobs are listed by category in a classified ad format: Accounting; Barbers & Beauticians; General; Health Care; High Tech; Hotel/Restaurant; Office Personnel; Professions/Management; Sales; Telemarketing; Teachers/Instructors and Trades/Technical

## **JOBS** **\$25 COLUMN INCH**

Includes ad design with border, logo and proof.

Frequency Discounts:

2 - 4x 10%  
5 - 12x 15%

Ask about discounts for contract rates.

JOBS are on a 7-column classified style page.

|          |          |
|----------|----------|
| 1 column | 1 5/16"  |
| 2 column | 2 3/16"  |
| 3 column | 4 5/16"  |
| 4 column | 5 13/16" |
| 5 column | 7 5/16"  |
| 6 column | 8 13/16" |
| 7 column | 10 5/16" |

### **5 Line ad**

including first line bold: \$18  
additional lines \$3.60/each

For more coverage, review our information on the community newspapers we can offer you.

Take advantage of extra coverage on [employmentinvancouver.com](http://employmentinvancouver.com)...

|                    |                             |
|--------------------|-----------------------------|
| 1 – 4.5 column" ad | 1 free on-line job posting  |
| 5 – 9.5 column" ad | 2 free on-line job postings |
| 10 – 20 column" ad | 3 free on-line job postings |
| 21 – 30 column" ad | 4 free on-line job postings |

Additional postings and on-line posting packages available. See the [employmentinvancouver.com](http://employmentinvancouver.com) info sheet for more details.

**EDITORIAL**  
**CALENDAR 2006**

|      |    |                                     |                                                   |
|------|----|-------------------------------------|---------------------------------------------------|
| Jan  | 6  | Security Jobs                       |                                                   |
|      | 13 | Colleges and Universities           |                                                   |
|      | 20 | Multicultural Career Services       |                                                   |
|      | 27 | Real Estate - Residential Sale      |                                                   |
| Feb  | 4  | Biotech Futures                     |                                                   |
|      | 11 | Fashion Design                      |                                                   |
|      | 18 | Tourism Update                      | <b>Series: Desperate Times pt I</b>               |
|      | 25 | Film Industry Overview              | <b>Series: Desperate Times pt II</b>              |
| Mar  | 4  | Women in Trades                     | <b>Series: Desperate Times pt III</b>             |
|      | 11 | Technical Writing                   | <b>Series: Desperate Times pt IV</b>              |
|      | 18 | Professional Cooking                |                                                   |
|      | 25 | Engineering                         | <b>Opportunities for Learning Guide</b>           |
| Apr  | 1  | Public Safety - Police              |                                                   |
|      | 8  | Health Care - Geriatrics            |                                                   |
|      | 15 | Self Employment Resources           |                                                   |
|      | 22 | Trades Electronic                   | <b>Series: Career Veer or Hairpin Turn Pt I</b>   |
|      | 29 | Retail Week                         | <b>Series: Career Veer or Hairpin Turn Pt II</b>  |
| May  | 6  | Recreation - Youth                  | <b>Series: Career Veer or Hairpin Turn Pt III</b> |
|      | 13 | Pro Sports                          |                                                   |
|      | 20 | Youth Summer Jobs                   |                                                   |
|      | 27 | Tourism - Out of Town Resorts       |                                                   |
| June | 3  | Insurance                           |                                                   |
|      | 10 | Architectural Careers               |                                                   |
|      | 17 | Resource based Jobs                 | <b>Series: Management Gap Pt I</b>                |
|      | 24 | Television - Below the Line         | <b>Series: Management Gap Pt II</b>               |
| July | 1  | Dream Jobs                          | <b>Series: Management Gap Pt III</b>              |
|      | 8  | Transportation - Buses              |                                                   |
|      | 15 | Call Centres                        |                                                   |
|      | 22 | Nursing                             |                                                   |
|      | 29 | Auto Mechanics                      |                                                   |
| Aug  | 5  | Hospitals                           | <b>Series: High School Futures Pt I</b>           |
|      | 12 | Recruitment Agencies                | <b>Series: High School Futures Pt II</b>          |
|      | 19 | High Tech - HR                      | <b>Series: High School Futures Pt III</b>         |
|      | 26 | Youth Job Programs                  | <b>Opportunities for Learning Guide</b>           |
| Sep  | 2  | Counselling Careers                 |                                                   |
|      | 9  | Health Care - Working with Disabled |                                                   |
|      | 16 | High tech - Communications          |                                                   |
|      | 23 | Beauty - Hairstyling                |                                                   |
|      | 30 | Financial Advisors                  | <b>Series: Short term Solutions Pt I</b>          |
| Oct  | 7  | Ski Jobs                            | <b>Series: Short term Solutions Pt II</b>         |
|      | 14 | Public Safety - Fire                | <b>Series: Short term Solutions Pt III</b>        |
|      | 21 | Holiday Hiring                      |                                                   |
|      | 28 | Public Sector - Municipalities      |                                                   |
| Nov  | 4  | Urban Planning                      |                                                   |
|      | 11 | High Tech - Sales                   |                                                   |
|      | 18 | Libraries                           |                                                   |
|      | 25 | Wine, Beer and Spirits              | <b>Opportunities for Learning Guide</b>           |
| Dec  | 2  | Temporary Work                      |                                                   |
|      | 9  | Career Clothing Primer              |                                                   |
|      | 16 | Excellent Interviews                |                                                   |
|      | 23 | The Art of Online Application       |                                                   |
|      | 30 | Internet Employment Resource Guide  |                                                   |

**READER MOTIVATED**  
**OPPORTUNITY SEEKERS**

Hundreds of companies use the *Employment Paper* to reach motivated opportunity seekers from Vancouver and the Fraser Valley. Vancouver's only employment and training newspaper, the *Employment Paper* has been connecting employers and job seekers for 15 years. Over 80,000 readers flip through the *Employment Paper* every week to look for jobs and career training options.

**READERSHIP & DEMOGRAPHICS:**

Recently we ran a series of in-paper surveys. Following is a summary of what we found out about readers of the *Employment Paper*.

|                                              |                                                             |                                       |
|----------------------------------------------|-------------------------------------------------------------|---------------------------------------|
| <b>AGE</b>                                   | <b>HOW OFTEN DO YOU READ EP?</b>                            | <b>CURRENTLY ENROLLED?</b>            |
| Under 18 . . . . . 2.6%                      | Every issue . . . . . 68%                                   | Yes (F/T) . . . . . 16%               |
| 18-34 . . . . . 48%                          | Couple times a month . . 21%                                | Yes (P/T) . . . . . 7.5%              |
| 35-49 . . . . . 36%                          | Once a month . . . . . 11%                                  | No . . . . . 76%                      |
| 50+ . . . . . 11.5%                          |                                                             |                                       |
| No answer . . . . . 3.5%                     |                                                             |                                       |
| <b>SEX</b>                                   | <b>HOW MANY PEOPLE READ YOUR COPY OF EP AT HOME OR WORK</b> | <b>ARE YOU PLANNING ON ENROLLING?</b> |
| Male . . . . . 41.5%                         | one . . . . . 40.9%                                         | F/T . . . . . 24.76%                  |
| Female . . . . . 58.5%                       | two or more . . . . . 58.89%                                | P/T . . . . . 28.57%                  |
|                                              |                                                             | No . . . . . 46.6%                    |
| <b>PERSONAL INCOME</b>                       | <b>EDUCATION</b>                                            | <b>EMPLOYMENT TYPE</b>                |
| Unemployed . . . . . 26%                     | University . . . . . 35.45%                                 | Full-time . . . . . 30%               |
| Under \$29,999 . . . . . 55%                 | College . . . . . 17.27%                                    | Part-time . . . . . 14%               |
| Over \$30,000 . . . . . 18%                  | Vocational . . . . . 15.45%                                 | Casual . . . . . 6%                   |
|                                              | Some university . . . 14.5%                                 | Self-employed . . . . 5%              |
| <b>WHY DO YOU READ THE EMPLOYMENT PAPER?</b> | Some college . . . . . 15.45%                               | Unemployed . . . . . 44%              |
| (multiple choice)                            | High school . . . . . 12.7%                                 |                                       |
| looking for work . . . 68%                   | Some high school . . 7.2%                                   |                                       |
| like the articles . . . 32%                  |                                                             |                                       |
| keep informed . . . . 38%                    |                                                             |                                       |
| career training ideas 33%                    |                                                             |                                       |
| other . . . . . 16%                          |                                                             |                                       |

**CIRCULATION OVERVIEW:**

The *Employment Paper* is available free, at over 1800 locations across the Lower Mainland and Fraser Valley – 35,000 every week. Average pick-up rate is 93%.

Pick up locations include post- secondary campuses, high schools, newsboxes, libraries, hospitals, Canada Employment Centres, community centres, transit stations, Job Fairs, community agency offices plus some restaurants, convenience stores and downtown offices.





# FIND THE QUALIFIED, SUCCESSFUL PROFESSIONALS YOU ARE LOOKING FOR

Let us place your recruitment ad in publications your target candidate is reading. You will maximize your budget and receive more qualified responses.

Each week *Business in Vancouver* Careers page highlights mid to senior level opportunities. You'll reach BIV readers who are business leaders and executives in virtually every sector of Vancouver's corporate community.

| AD SIZE     | NET RATE | size disc: | 1x    | -30%<br>2x | -50%<br>3x |
|-------------|----------|------------|-------|------------|------------|
| 3 col. x 7" | \$840    | -10%       | \$756 | \$529.20   | \$378      |
| 3 col. x 5" | 600      | -10%       | 540   | 378        | 270        |
| 2 col. x 7" | 560      | -10%       | 504   | 352.8      | 252        |
| 3 col. x 4" | 480      | -5%        | 456   | 319.2      | 228        |
| 2 col. x 5" | 400      | -5%        | 380   | 266        | 190        |
| 3 col. x 3" | 360      | -5%        | 342   | 239.4      | 171        |
| 2 col. x 4" | 320      | -5%        | 304   | 212.8      | 152        |
| 2 col. x 3" | 240      |            | 240   | 168        | 120        |
| 2 col. x 2" | 160      |            | 160   | 112        | 80         |

*Larger sizes & discounts available*

### FREE ON-LINE JOB POSTINGS!

Take advantage of extra coverage on [employmentinvancouver.com](http://employmentinvancouver.com)...

- 1 – 4.5 column" ad . . . . .1 free on-line job posting
- 5 – 9.5 column" ad . . . . .2 free on-line job postings
- 10 – 20 column" ad . . . . .3 free on-line job postings
- 21 – 30 column" ad . . . . .4 free on-line job postings

Additional postings and on-line posting packages available. See the [employmentinvancouver.com](http://employmentinvancouver.com) info sheet for more details.



Call *Business in Vancouver's* recruitment advertising specialists. We'll answer your questions and help you develop an advertising buy that will get you the impact you need. We can also book your career (or general employment ) advertising into any or all of VAN NET community newspapers and *Business in Vancouver's* own *Employment Paper*.

*Business in Vancouver's* subscribers are business leaders and executives in virtually every sector of Vancouver's corporate community. With 4.2 readers per copy the average weekly readership is 60,000.

# Careers



### Subscriber position

|                                                                              |     |
|------------------------------------------------------------------------------|-----|
| Owner/operator/<br>president/CEO/partner                                     | 40% |
| Vice-president/director/<br>manager/general manager/<br>controller/treasurer | 32% |
| Executive/professional/<br>associate/coordinator/<br>administrator           | 7%  |
| Sales/clerical/self-employed/<br>consultant/other                            | 21% |

### Business profile

|                                             |     |
|---------------------------------------------|-----|
| Commercial services                         | 23% |
| Professional services                       | 15% |
| Real estate/construction                    | 13% |
| Financial                                   | 11% |
| Communications/utilities/<br>transportation | 9%  |
| Manufacturing                               | 8%  |
| Non-commercial services                     | 7%  |
| Wholesale trade                             | 4%  |
| Retail trade                                | 4%  |

### Education

|                                         |     |
|-----------------------------------------|-----|
| Attended college                        | 88% |
| Bachelor's degree                       | 42% |
| Master's/Doctorate                      | 15% |
| College or other non-degree certificate | 31% |

*Information source: Market research survey  
 conducted Summer 2001 – Market Explorers*

To subscribe to *Business in Vancouver* please call 604-688-2398 or [www.biv.com](http://www.biv.com)

# CAREER TRAINING

**“This year we worked hard with the Employment Paper to attract business and have done so increasing consumer inquiries by 50% over the previous years.”**

*Canadian Health Care Academy*

**“The Employment Paper continues to be one of our top lead sources in getting quality leads for our student recruitment”**

*Tourism Training Institute*

**“Advertising in the Employment Paper has been very successful for Vancouver Community College. We offer more than 60 programs designed to train students for a career, and the paper is an excellent medium for us to reach people seeking training opportunities. The advertising rates are reasonable, and the staff is professional and helpful”**

*Vancouver Community College*

At least 80,000 Vancouverites pick up the *Employment Paper* every week for the career training and employment opportunities advertised. Private and public post-secondary schools find the *Employment Paper* gives them excellent source leads for prospective students. More than 1/3 of readers use the *Employment Paper* for career training ideas.

Every week the *Employment Paper* offers feature stories on career and training options plus news and events that are of interest to our targeted readership... your potential new students. Build awareness with the motivated opportunity seekers that read the *Employment Paper* by letting us develop you an ad campaign that will get your phone ringing. Take advantage of special discount rates for frequency and size. See over for rates.

## READERSHIP

Following is a summary of what we found out about *Employment Paper* readers in a recent in-paper summary.

Why do you read the *Employment Paper*?  
*(multiple choice)*

looking for work.....68%  
 like the articles.....32.5%  
 keep informed.....38%  
 career training ideas.....33.5%  
 other.....16%

Are you planning on enrolling in post-secondary education?

F/T.....25%  
 P/T.....29%  
 No.....47%

Currently enrolled?

F/T.....16%  
 P/T.....7.5%  
 No.....76%

How often do you read the *Employment Paper*?

Every issue . . . . .68%  
 2-3 times/month . . . . .21%  
 1/month . . . . .11%

## CIRCULATION

The *Employment Paper* is available free, at over 1800 locations across the Lower Mainland and Fraser Valley – 35,000 copies every week. Average pick-up rate 93%.

Pick up locations include post-secondary campuses, high schools, newsboxes, libraries, hospitals, Canada Employment Centres, community centres, transit stations, Job Fairs, community agency offices, plus some restaurants, convenience stores and downtown offices.



# CAREER TRAINING

## EDITORIAL CALENDAR 2006

|      |    |                                     |                                                   |
|------|----|-------------------------------------|---------------------------------------------------|
| Jan  | 6  | Security Jobs                       |                                                   |
|      | 13 | Colleges and Universities           |                                                   |
|      | 20 | Multicultural Career Services       |                                                   |
|      | 27 | Real Estate - Residential Sale      |                                                   |
| Feb  | 4  | Biotech Futures                     |                                                   |
|      | 11 | Fashion Design                      |                                                   |
|      | 18 | Tourism Update .....                | <b>Series: Desperate Times pt I</b>               |
|      | 25 | Film Industry Overview .....        | <b>Series: Desperate Times pt II</b>              |
| Mar  | 4  | Women in Trades .....               | <b>Series: Desperate Times pt III</b>             |
|      | 11 | Technical Writing .....             | <b>Series: Desperate Times pt IV</b>              |
|      | 18 | Professional Cooking                |                                                   |
|      | 25 | Engineering .....                   | <b>Opportunities for Learning Guide</b>           |
| Apr  | 1  | Public Safety - Police              |                                                   |
|      | 8  | Health Care - Geriatrics            |                                                   |
|      | 15 | Self Employment Resources           |                                                   |
|      | 22 | Trades Electronic .....             | <b>Series: Career Veer or Hairpin Turn Pt I</b>   |
|      | 29 | Retail Week .....                   | <b>Series: Career Veer or Hairpin Turn Pt II</b>  |
| May  | 6  | Recreation - Youth .....            | <b>Series: Career Veer or Hairpin Turn Pt III</b> |
|      | 13 | Pro Sports                          |                                                   |
|      | 20 | Youth Summer Jobs                   |                                                   |
|      | 27 | Tourism - Out of Town Resorts       |                                                   |
| June | 3  | Insurance                           |                                                   |
|      | 10 | Architectural Careers               |                                                   |
|      | 17 | Resource based Jobs .....           | <b>Series: Management Gap Pt I</b>                |
|      | 24 | Television - Below the Line .....   | <b>Series: Management Gap Pt II</b>               |
| July | 1  | Dream Jobs .....                    | <b>Series: Management Gap Pt III</b>              |
|      | 8  | Transportation - Buses              |                                                   |
|      | 15 | Call Centres                        |                                                   |
|      | 22 | Nursing                             |                                                   |
|      | 29 | Auto Mechanics                      |                                                   |
| Aug  | 5  | Hospitals .....                     | <b>Series: High School Futures Pt I</b>           |
|      | 12 | Recruitment Agencies .....          | <b>Series: High School Futures Pt II</b>          |
|      | 19 | High Tech - HR .....                | <b>Series: High School Futures Pt III</b>         |
|      | 26 | Youth Job Programs .....            | <b>Opportunities for Learning Guide</b>           |
| Sep  | 2  | Counselling Careers                 |                                                   |
|      | 9  | Health Care - Working with Disabled |                                                   |
|      | 16 | High tech - Communications          |                                                   |
|      | 23 | Beauty - Hairstyling                |                                                   |
|      | 30 | Financial Advisors .....            | <b>Series: Short term Solutions Pt I</b>          |
| Oct  | 7  | Ski Jobs .....                      | <b>Series: Short term Solutions Pt II</b>         |
|      | 14 | Public Safety - Fire .....          | <b>Series: Short term Solutions Pt III</b>        |
|      | 21 | Holiday Hiring                      |                                                   |
|      | 28 | Public Sector - Municipalities      |                                                   |
| Nov  | 4  | Urban Planning                      |                                                   |
|      | 11 | High Tech - Sales                   |                                                   |
|      | 18 | Libraries                           |                                                   |
|      | 25 | Wine, Beer and Spirits .....        | <b>Opportunities for Learning Guide</b>           |
| Dec  | 2  | Temporary Work                      |                                                   |
|      | 9  | Career Clothing Primer              |                                                   |
|      | 16 | Excellent Interviews                |                                                   |
|      | 23 | The Art of Online Application       |                                                   |
|      | 30 | Internet Employment Resource Guide  |                                                   |

## ADVERTISING RATES

**\$27.50/COLUMN INCH**

### Frequency Discounts

|            |               |
|------------|---------------|
| 12 x ..... | 10% each ad   |
| 18 x ..... | 12.5% each ad |
| 26 x ..... | 15% each ad   |
| 36 x ..... | 20% each ad   |
| 52 x ..... | 30% each ad   |

### Size Discounts

|                  |              |
|------------------|--------------|
| 6-12 col" .....  | .5% each ad  |
| 13-25 col" ..... | .10% each ad |
| 26-50 col" ..... | .15% each ad |
| 51+ col" .....   | .25% each ad |

### STANDARD SIZES (Including Size Discounts)

|                   |           |                      |            |
|-------------------|-----------|----------------------|------------|
| 2 col. x 3" ..... | \$.156.75 | 3 col. x 14.5" ..... | \$.1016.82 |
| 2 col. x 7" ..... | \$.346.50 | 3 col. x 7" .....    | \$.519.75  |
| 3 col. x 3" ..... | \$.235.13 | 6 col. x 7" .....    | \$.981.75  |
| 6 col. x 3" ..... | \$.445.50 |                      |            |

*Ask about premium positions for maximum impact*

### Deadlines:

Booking & Copy:  
 Wednesday 4:00 pm  
 Camera Ready: Friday Noon pm

### Colour:

1 colour .....

2 colours .....

3 colours .....

### Mechanical requirements:

Prescreened art and halftone screens must be 85 line count.  
 Total page size: (10.25" x 15.5")

|        |         |              |
|--------|---------|--------------|
| 1 Col. | 1 9/16" | (9.5 picas)  |
| 2 Col. | 3 5/16" | (20 picas)   |
| 3 Col. | 5 1/8"  | (30.5 picas) |
| 4 Col. | 6 7/8"  | (41 picas)   |
| 5 Col. | 8 9/16" | (51.5 picas) |
| 6 Col. | 10 1/4" | (61.5 picas) |

### More information:

Please talk to your sales representative for more information about and how we can help you reach Vancouverites interested in career training and education through VAN NET community newspapers. See over for readership and circulation information.



# FILL YOUR FRONT LINE OR SENIOR VACANCIES WITH TOP NOTCH STAFF

From designing your recruitment ad to placing your ad in publications which are best suited to the position and your budget... help is just one phone call away.

Call the employment advertising specialists at Business in Vancouver Media Group 604.688.8828

| Publication                                             | Distribution     | Edition Days         | Class Display Rates<br><i>inches/modular agate lines</i> | Line Ads:<br><i>3 Line Min</i> |
|---------------------------------------------------------|------------------|----------------------|----------------------------------------------------------|--------------------------------|
| <i>Business in Vancouver</i>                            | 60,000           | Readers Weekly       | \$40in./2.86mal                                          |                                |
| <i>Employment Paper</i>                                 | 40,000           | Sat                  | 25.00in./1.79mal*                                        | 3.60 line                      |
| <i>North Shore News</i>                                 | 63,763           | Sun, Wed, Fri        | 43.26in./3.09mal                                         | *6.15 line                     |
| <i>Vancouver Courier</i>                                | 110,925          | Wed                  | 44.24in./3.16mal                                         | 6.40 line                      |
| <i>Vancouver Courier (includes downtown)</i>            | 136,975          | Fri                  | 47.60 in./3.40mal                                        | 6.92 line                      |
| <i>Richmond News</i>                                    | 46,134           | Tues, Fri            | 23.80 in./1.70mal                                        | 4.35 line                      |
| <i>Delta Optimist</i>                                   | 16,735           | Sat, Wed             | 12.60in./1.90mal                                         | 3.25 line                      |
| <i>Langley Advance News</i>                             | 39,775           | Tues, Fri            | 21.70in./1.55mal                                         | 3.90 line                      |
| <i>NOW Community (Surrey)</i>                           | 113,300          | Sat, Wed             | 36.90in./2.64mal                                         | 6.34 line                      |
| <i>Burnaby Now and<br/>The Record (New Westminster)</i> | 49,005<br>16,400 | Sat, Wed<br>Sat, Wed | Burnaby & New West combined<br>35.70in./2.55mal          | 5.40 line                      |
| <i>Coquitlam Now</i>                                    | 55,000           | Wed, Fri             | 22.40in./1.60mal                                         | 4.05 line                      |
| <i>Maple Ridge &amp; Pitt Meadows Times</i>             | 28,000           | Tues, Fri            | 14.42in./1.03 mal                                        | 2.80 line                      |
| <i>Abbotsford Times</i>                                 | 40,097           | Tues, Fri            | 20.72in./1.48mal                                         | 3.45 line                      |
| <i>Chilliwack Times</i>                                 | 27,800           | Tues                 | 16.52in./1.18mal                                         | 2.85 line                      |
| <i>Chilliwack Times</i>                                 | 28,515           | Fri                  |                                                          |                                |
| TOTAL CIRCULATION weekend                               | 679,699          |                      |                                                          |                                |
| OF ALL PUBLICATIONS midweek                             | 610,934          |                      | *modular agate line rates                                |                                |

Additional coverage: *Whistler, Squamish, Sunshine Coast, Powell River, Kelowna, Kamloops, Penticton, Vernon and more!* Rates by request

Run your ad in every community newspaper in BC, any province or all of Canada

**DISCOUNTS** Save 10%–40%.  
Frequency and size discounts available. Ask your rep for more information.

**DEADLINES:**

**Community Newspapers:** Weekend: Noon Wed. Midweek: Noon Friday

**Employment Paper:** Friday 1pm for Saturday insertion

**Business in Vancouver:** Tuesday noon for the following Tuesday edition.

*Please Note:* Statutory Holidays often effect deadlines. Ask your representative for details.

**Column/Ad Sizes**

|                  |              |          |
|------------------|--------------|----------|
| <b>1 Column</b>  | 1.33 inches  | 8 Picas  |
| <b>2 Columns</b> | 2.83 inches  | 17 Picas |
| <b>3 Columns</b> | 4.33 Inches  | 26 Picas |
| <b>4 Columns</b> | 5.83 Inches  | 35 Picas |
| <b>5 Columns</b> | 7.33 Inches  | 44 Picas |
| <b>6 Columns</b> | 8.83 Inches  | 53 Picas |
| <b>7 Columns</b> | 10.33 Inches | 62 Picas |

**Please Note...**

*Any type face larger than 6 point will be charged at the Classified Display Rates noted on this card. Minimum 1 inch with 1/2 inch increments. G.S.T. is extra. Contracted ad minimums not achieved will be billed at the next applicable rate. All advertising is printed at the publisher's discretion. All rates net to newspaper. Agency commissions must be added to agate rates.*

# RECRUITMENT AD WORKSHEET

*Here is a checklist of job elements that can be included in a recruitment ad to enhance its appeal and provide potential candidates with the information they need.*

Position title: \_\_\_\_\_

Wage/Salary: \_\_\_\_\_

Full-Time/Part-Time: \_\_\_\_\_

Shifts/Hours: \_\_\_\_\_

How to Apply

Days & Hours to Apply: \_\_\_\_\_

In Person

Send Resume & Cover Letter

Attention: \_\_\_\_\_

By Phone ( ) \_\_\_\_\_

By Fax: ( ) \_\_\_\_\_

By email: ( ) \_\_\_\_\_

Person to Apply to: \_\_\_\_\_

Your Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_

Other Possible information you  
might want to include in your ad:

Benefits (list?) \_\_\_\_\_

Convenient Location (on busline, downtown)

Free Parking

Room for Advancement

Great Way to Gain Experience, Training

Potential Travel

Child Care

Job Location \_\_\_\_\_

Answer the question

“Why should I work for you?”

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Job Description

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Must Have Hiring Criteria

(Education Requirements, Experience, etc.)

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**FAX TO: 604-669-2154**

**email: [employpaper@biv.com](mailto:employpaper@biv.com)**

**Call: 604-688-8828**

**BUSINESS VANCOUVER  
CAREERS**

**Employment  
PAPER**