

155 Michigan, N.W. (PO Box 2168), Grand Rapids, MI 49503 (49501)

1.800.886.5529 Local 616.222.5529 FAX 616.222.5272 E-Mail recruit@boothmichigan.com

2008 Recruitment Advertising Line Rates	Open Line Rate	Annual dollar volume commitment levels*								
		\$2,500	\$5,000	\$7,500	\$15,000	\$25,000	\$35,000	\$50,000	\$75,000	\$100,000
**Ann Arbor News 2-7th days	7.00 3.50	6.92 1.97	6.84 1.93	6.84 1.93	6.52 1.77	6.36 1.69	6.20 1.61	6.08 1.55	5.87 1.45	5.74 1.38
Bay City Times 2-7th days	4.20 2.10	4.12 1.86	2.53 1.06	2.52 1.06	2.52 1.06	2.51 1.05	2.51 1.05	2.51 1.05	2.51 1.05	2.51 1.05
**Flint Journal 2-7th days	7.40 2.80	7.10 2.65	6.48 2.34	6.48 2.34	6.48 2.34	6.48 2.34	6.48 2.34	6.48 2.34	6.48 2.34	6.33 2.27
**Grand Rapids Press 2-7th days	12.62 5.46	9.90 4.10	9.28 3.79	9.03 3.67	8.46 3.38	7.60 2.95	6.72 2.51	6.19 2.10	5.90 1.82	5.34 1.68
**Jackson Citizen Patriot 2-7th days	4.98 1.61	4.92 1.57	4.90 1.57	4.87 1.55	4.59 1.41	4.54 1.39	4.54 1.39	4.17 1.20	4.08 1.16	3.80 1.02
**Kalamazoo Gazette 2-7th days	8.16 2.50	8.11 2.47	8.06 2.45	8.06 2.45	7.71 2.27	7.66 2.25	7.66 2.25	7.56 2.20	7.56 2.20	7.36 2.10
Muskegon Chronicle 2-7th days	6.72 2.36	6.58 2.29	5.22 1.61	5.22 1.61	5.22 1.61	5.15 1.58	5.15 1.58	5.09 1.55	5.09 1.55	5.03 1.52
Saginaw News 2-7th days	4.98 2.29	4.89 2.24	3.41 1.50	2.91 1.25	2.91 1.25	2.90 1.25	2.90 1.25	2.90 1.25	2.90 1.25	2.90 1.25

*Additional contract levels available. Contact our office.

**Above rates include one of three Business Review publications, and EMC products where published
Rates are 15% commissionable to recognized agencies.

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10 column classified measurements

column width	one	two	three	four	five	six	seven	eight	nine	ten
	1.051	2.142	3.234	4.325	5.417	6.508	7.6	8.692	9.783	10.875

Column depth 20", except for Grand Rapids Press and Muskegon Chronicle 19.5"

	Ann Arbor	Bay City	Flint	Grand Rapids	Jackson	Kalamazoo	Muskegon	Saginaw
Blind Box - Mail out option	\$20	\$35	\$29	\$92	\$20	\$35	\$25	\$35
Blind Box Pick-up option				\$48			\$15	

Typographical Charges

Bold	N/C	N/C	\$20/order	\$35/order	\$20/order	\$35/order	\$20/order	N/C
Border	\$5/day	N/C	\$6/day	\$6.25/day	\$6/day	\$6/day	\$6/day	N/C
Border with color				Add \$6/day				
Background Highlighting	\$10/day	3-13 lines \$5/day	3-13 lines \$5/day	3-13 lines \$6.60/day	\$10/day	3-13 lines \$8/day	3-13 lines \$5/day	3-13 lines \$5/day
		14-27 lines \$12/day	14-83 lines \$15/day	14-27 lines \$16.50/day		14 + lines \$27/day	14-83 lines \$15/day	14-83 lines \$15/day
		28-55 lines \$20/day	84+ lines \$30/day	28-55 lines \$27.50/day			84+ lines \$25/day	84+ lines \$30/day
		56-83 lines \$40/day		56-83 lines \$55/day				
		84-126 lines \$60/day		84-126 lines \$82.50/day				
		127+ lines \$125/day		127+ lines \$88/day				

Deadlines

To ensure accuracy published deadlines are critical.

Publishing Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Space for Display Ads	Noon Thurs.	Noon Fri.	Noon Mon.	Noon Tues.	Noon Wed.	Noon Thurs.	Noon Thurs.
Camera-Ready Materials	Noon Fri.	Noon Fri.	Noon day prior	Noon day prior	Noon day prior	Noon day prior	Noon day prior
In-Column Ads	4pm Fri.	4pm Fri.	4pm Mon.	4pm Tues.	4pm Wed.	4pm Thurs.	10:30am Fri.

Rates are 15% commissionable to recognized agencies.



MLive.com when purchased with print orders

Your online job posting may be enhanced by adding any or all of these features. These charges are in addition to the base rates listed with each package option.

ENHANCEMENTS

Top Jobs	\$130
Spotlight	\$ 95
Highlight	\$ 40
Bold	\$ 40

PACKAGE OPTIONS

DISPLAY ADS

Interactive \$90

7 days online, URL / e-mail hot-linked, Up to 5 multiple job titles searchable by job title, by entire text of ad, thumbnail of display ad is associated with each posting

Web Access National Network \$165

30 days online, URL / e-mail hot-linked, up to full page, multiple job titles searchable by job title, by entire text of ad, thumbnail of display ad is associated with each posting, includes text position on entire national network <http://skip.careercast.com/careercast/NationalNetwork.pdf>

Priority Access Videos at Work \$425

30 days online, URL / e-mail hot-linked, Up to full page display ad translated to Video Stream for presentation on Videos at Work directory and front page rotation, multiple job titles searchable by job title and entire text of ad, thumbnail of display ad is associated with each posting, Ad is Spotlighted (priority sorted)

IN-COLUMN ADS

Interactive Package \$40

14 days online, URL/ e-mail hot-linked, Keyword searchable

Web Access \$85

14 days online, URL and e-mail hot-linked, keyword searchable, superior recruiter tools with email to start the process. Recruiter tools includes ability to edit online text, manage candidate response, move candidates right into your Applicant Tracking System if this is your preference, track, respond and manage candidates right from your MLive tools if you choose.

Priority Access \$165

30 days online, URL/ e-mail hot-linked, Keyword searchable, Ad is spotlighted (priority sorted)

Contact: recruit@boothmichigan.com Toll-free 1.800.886.5529 FAX: 616.222.5272