

THE RIGHT HIRE STARTS RIGHT HERE



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.



MID-LEVEL TO SENIOR POSITIONS

Find the qualified, successful professionals you are looking for. 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.

Subscriber Profile

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.

Subscriber position

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

Business profile

Commercial services	23%
Professional services	15%
Real estate/construction	13%
Financial	11%
Communications/utilities/ 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%



Employment PAPER



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*.

CIRCULATION OVERVIEW:

The *Employment Paper* is available free, at over 1200 locations across the Lower Mainland and Fraser Valley – 31,000 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.

ENTRY LEVEL TO MID-LEVEL POSITIONS

Vancouver’s only employment and training newspaper, the *Employment Paper* has been connecting employers and job seekers for 20 years. 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. Over 80,000 readers flip through the *Employment Paper* every week

GEOGRAPHIC BREAKDOWN

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

- Vancouver City41%
- North Shore7%
- New West,
- Burnaby, Tri-Cities18%
- Fraser Valley11%
- Surrey/Delta18%
- Richmond5%

AGE	
Under 18	26%
18-34	48%
35-49	36%
50+	12%
EDUCATION	
University	35%
College	17%
Vocational	15%
Some university	15%
Some college	15%
High school	13%
Some high school	7.2%
ENROLLED NOW	
F/T	16%
P/T	8%
No	76%
EMPLOYMENT TYPE	
Full-time	30%
Part-time	14%
Casual	6%
Self-employed	5%
Unemployed	44%
HOW OFTEN DO YOU READ EMPLOYMENT PAPER?	
Every issue	68%
Couple times a month	21%
Once a month	11%

CALL A RECRUITMENT SPECIALIST TODAY!
PHONE: 604-688-8828
EMAIL: RECRUITADS@BIV.COM
FAX: 604-669-2154

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Employment PAPER

"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

PUBLICATIONS:	RATES	DEADLINES
EMPLOYMENT PAPER		
CAREERS	\$27.50	Booking & copy: Wednesday 4 pm Late insertions: 11am Friday for Saturday publication
CLASSIFIED		
TRAINING		
PREMIUM POSITIONS	Ask your sales rep	
BUSINESS IN VANCOUVER		
CAREERS	\$40.00	11 am Wednesday for following Tuesday publication
ONLINE		
WORKOPOLIS	\$100 – unlimited text \$ 50 – up to 50 words \$ 25 – up to 20 words	
WEB BANNERS	\$375 each 4 weeks	
WEB BUTTONS	\$150 each 4 weeks	
COMMUNITY NEWSPAPERS		
BRITISH COLUMBIA	Ask your sales rep	Tuesday - weekend issue Thursday - mid week issue (varies outside of Lower Mainland)
LOWER MAINLAND		
ACROSS CANADA		

DISCOUNTS	RATES
RECRUITMENT	2 weeks – 15% 3 weeks – 20% 4 weeks – 25%
TRAINING	52 wk contract 30% 26 to less than 52 25% 12 to 26 20% less than 12 15%
COMMUNITY PAPERS	Based on volume number of papers, number of insertions

SPECIFICATIONS (applies to Employment Paper and Business in Vancouver)	
1 COLUMN	1.58 inches
2 COLUMN	3.33 inches
3 COLUMN	5.08 inches
4 COLUMN	6.83 inches
5 COLUMN	8.58 inches
6 COLUMN	10.33 inches

COLOR	
EMPLOYMENT PAPER	
FULL PROCESS	\$270
SPOT COLOR	\$150
OFFSIDE COLOR	\$75
BUSINESS IN VANCOUVER	
FULL PROCESS	\$575
TWO COLOR	\$395
ONE COLOR	\$225

Premium Position sizes: ask your sales rep

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 <i>inches/modular agate lines</i>
<i>Business in Vancouver</i>	60,000	Readers Weekly	\$40in./2.86mal
<i>Employment Paper</i>	35,000	Sat	25.00 in./1.79 mal
<i>North Shore News</i>	63,763	Wed, Fri, Sun	48.64 in./3.47 mal*
<i>Vancouver Courier (East, West)</i>	110,925	Wed	49.71 in./3.55 mal
<i>Vancouver Courier (East, West, Downtown)</i>	136,975	Fri	53.01 in./3.78 mal
<i>Richmond News</i>	46,134	Tues, Fri	27.03 in./1.93 mal
<i>Delta Optimist</i>	16,735	Sat, Wed	14.78 in./1.05 mal
<i>Langley Advance News</i>	39,775	Tues, Fri	25.18 in./1.80 mal
<i>NOW Community (Surrey)</i>	113,300	Sat, Wed	42.00 in./3.00 mal
<i>Burnaby Now and</i>	49,005	Sat, Wed	Burnaby & New West combined
<i>The Record (New Westminster)</i>	16,400	Sat, Wed	40.61 in./2.90 mal
<i>Coquitlam Now</i>	55,000	Wed, Fri	25.60 in./1.83 mal
<i>Maple Ridge & Pitt Meadows Times</i>	28,000	Tues, Fri	16.84 in./1.19 mal
<i>Abbotsford & Mission Times</i>	44,097	Tues, Fri	23.93 in./1.71 mal
<i>Chilliwack Times</i>	27,800	Tues	19.31 in./1.38 mal
<i>Chilliwack Times</i>	28,515	Fri	
TOTAL CIRCULATION weekend	672,699		
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

	1 insert	2-5 inserts	6-12 inserts	13+
0-4 inches per ad	0	10%	15%	20%
5-12 inches per ad	10%	15%	20%	25%
13-25 inches per ad	15%	20%	25%	30%
26+ inches per ad	20%	25%	30%	40%

DEADLINES:

Community Newspapers: Tues. for Fri. Pub, Wed. for Sat./Sun. Pub, Midweek - Thurs./Fri.

Employment Paper: Friday 12 noon 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

1 Column	1.333 inches	8 Picas
2 Columns	2.833 inches	17 Picas
3 Columns	4.333 Inches	26 Picas
4 Columns	5.833 Inches	35 Picas
5 Columns	7.333 Inches	44 Picas
6 Columns	8.833 Inches	53 Picas
7 Columns	10.333 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.