

EMPLOYMENT WEEKLY

and CAREER TRAINING

Published by Broad Street Publishing, a subsidiary of The Philadelphia Inquirer and Daily News,
Since 1997, Employment Weekly magazine has been serving the needs of hiring companies and job seekers in the Philadelphia region.



In addition to advertising in Employment Weekly, we can help expand your candidate search by adding the nation's premier online recruiting website, Monster.com and our local community newspapers: My Community Trend; Northeast Times; and Star, which are distributed weekly to more than 1 million households.

53 HADDONFIELD ROAD, SUITE 306 • CHERRY HILL, NJ 08002

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www.employmentweekly-phila.com

General Information

- **New Accounts** Payment is required in advance until credit is approved
- **Credit** is subject to Credit Manager's approval. Credit Applications take 48 hours to process
- **Returned Check Charge** of \$30 will be imposed for any checks returned by bank
- **Rates Are Subject to Change** without notice. All Accounts on current billing will receive 30 days written notice with the billing statement
- **Advertiser has the Option to Change Advertising Zones** from week to week. Rates are determined by zones selected weekly
- **Positions** are never guaranteed
- **No Credit** is given for ads printed with copy errors. To insure error-free ads, advertisers can proofread ads, upon request, before publication and proof deadline.
- **Broad Street Publishing is Not Liable** for any losses incurred due to printed errors or any costs or damages if for any reason it fails to publish an advertisement
- **Responsibility for Incorrect Ads** is limited to first insertion
- **Ad Cancellations** must be received in writing one week prior to publishing date
- Advertising Canceled or changed after composition will be charged for composition at an hourly rate of \$65

- **Transmission of Ads on Disks, CD, E-mail, Ad Send or other Ad delivery** service accepted. Please contact your sales representative for more information.
- **Velox and/or Electronic Send incurs** a \$35 charge per velox or electronic send
- **Publisher** has the right to refuse any ad



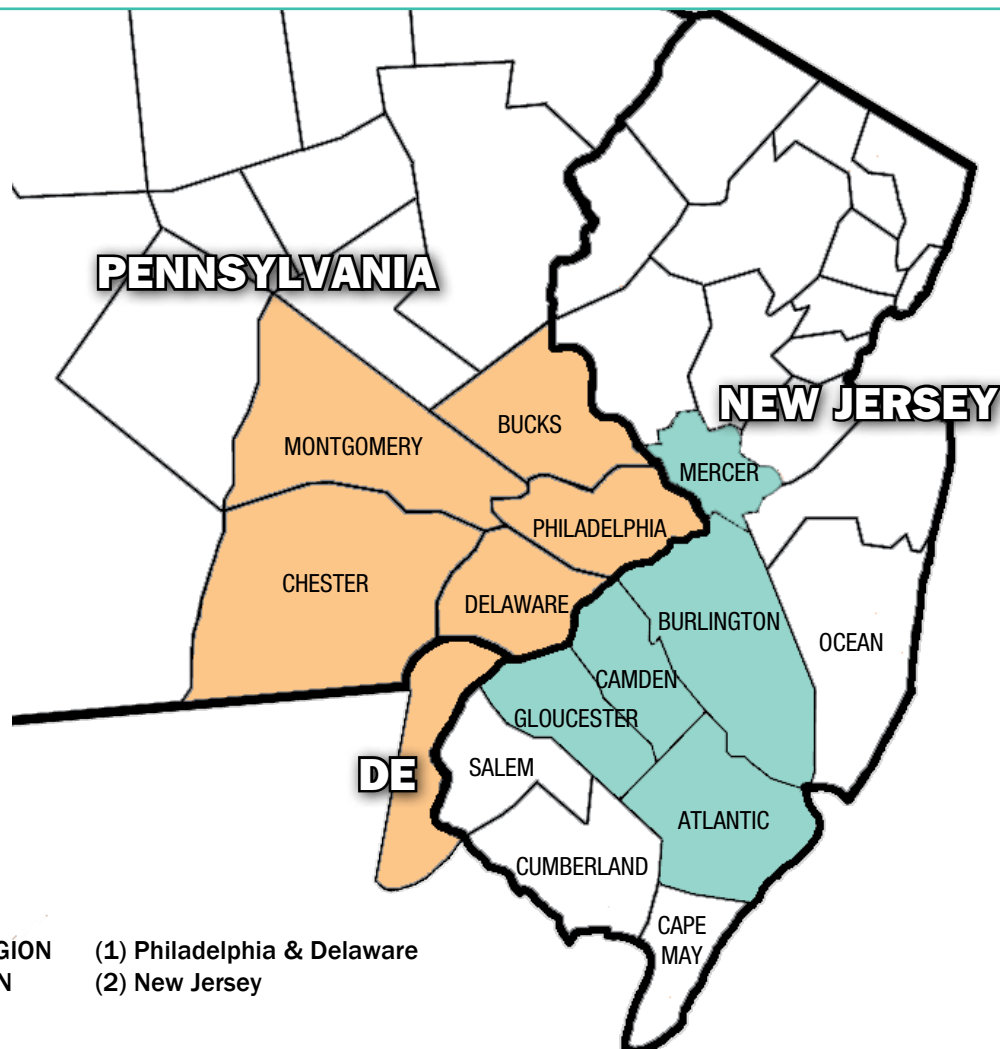
Broad Street Publishing Terms and Conditions

1. **Payment; Credit Terms (if applicable).** All bills are due and payable (net) within 30 days of insertion date. Broad Street Publishing ("BSP") may, at its option, request that bills be paid weekly and require payment within 7 days. Delinquent accounts are subject to reasonable collection charges. If payment is not made in accordance with these terms, BSP may refuse to perform services. Cash discounts are not offered. If a check is dishonored by the maker's bank, a returned check fee of \$30.00 per check will be charged. Advertiser agrees to pay any federal, state and local taxes imposed on the transaction. If no claim has been made on a payment made by an advertiser within 1 year, it shall be deemed to have been paid to BSP for services rendered.
2. **Liability and Error Allowances.** Advertiser assumes liability for all content (including text representation and illustrations) of advertisements printed, and also assumes responsibility for payment of all costs, expenses (including attorney fees), liabilities and damages arising therefrom against BSP and its affiliates companies. BSP will not be liable for failure to publish any advertising for any reason including, but not limited to, strikes, labor disputes, government action, acts of God, war, fire, riots, breakdown of equipment, or any other circumstances. Under no circumstances will errors caused by it, except for the cost of the space occupied by the error. Claims for error allowances must be made within 15 days after the advertisement insertion and will be granted on the basis of the first insertion only. "Rerun" or "make good" lineage will not be counted toward fulfillment of advertising contract requirements. Disclaimer of liability clauses in orders to contracts from advertisers or advertising agencies shall be deemed void.
3. **Other Advertising Matters.** All orders, cancellations and corrections must be provided in writing. We reserve the right to revise advertising policies at any time. If your advertising is ordered "killed" after it has been released and published in one or more editions of BSP, you will be charged at the full rate. If your advertising misses any edition because of the late arrival of copy or material, you will be charged at the full rate. No copy changes or material changes will be made by our Production Department after our published deadlines. In addition, you will be charged at the full rate for the copy originally ordered. Advertisements that bear a resemblance to news or editorial matter can, at our option, be labeled "ADVERTISEMENT." We are not responsible for the return of advertising material unless return delivery instructions and adequate postage are received with the material. Under no circumstances will BSP be liable for damages of any kind (including actual and consequential damages) in the event of damage to such advertising material. You may request positioning on any page; however, all positions remain at our option and are not guaranteed. We cannot acknowledge any claim for an adjustment, a refund, or a reinsertion due to the position in which an advertisement has been published. When placing your order for advertising, please be sure to designate the width in columns and the depth in inches. We will publish and bill you for the exact space you order (subject to the minimum ROP depth requirements). The measurement is made from cut-off rule to cut-off rule. BSP may change the width of the columns in its newspapers from time to time, for any reason, including but not limited to a redesign of its newspapers, or changes in industry-standard specifications. In order to maintain the integrity of our publications, all advertising is subject to approval and acceptance by BSP. We have the right to reject or cancel any advertisement at any time, even if it was acknowledged and accepted for publication.
4. **Copyright.** Advertiser agrees that the advertisement as it appears in BSP will become the property of BSP and hereby assigns all ownership interest in the advertisement, under the Copyright Act or otherwise, to BSP. Unless otherwise notified by BSP, Advertiser is granted a license to place the ads in other media. Advertiser authorizes BSP to bring suit in its discretion and at its expense for any unauthorized use, reproduction, display or distribution of the advertisement as it appears in BSP or for its unauthorized alteration.
5. **Miscellaneous Provisions.** All references in the Agreement to "BSP" or "we" refer to Broad Street Publishing, publisher of The Trend, The Northeast Times, Employment Weekly. All references to "you" refer to the Advertiser. Any claims or other legal action brought against BSP by the advertiser or the advertising agency shall be brought only in the United States Court for the Eastern District of Pennsylvania or the Bucks County Court of Common Pleas or the United States Court for Southern District of New Jersey or the Camden County Court of common Pleas. Pennsylvania law shall govern. Contracts are not transferable or assignable in whole or in part without the prior written consent of BSP. A transfer includes any change of control in which the shareholders or partners of any advertiser as of the date of the contract no longer exercise control over at least 50.1% of Advertiser, based on stock ownership or otherwise. Advertisements accepted and printed after a transfer or assignment shall not signify the consent of BSP to the transfer or assignment and shall be billed at the non-contract rates in effect at insertion. This Agreement reflects the entire understanding of the parties with respect to the subject matter hereof.

REACHES JOB SEEKERS THROUGHOUT THE TRI-STATE AREA

More than 41,000 Employment Weekly magazines are published weekly and available every day to jobseekers throughout the Philadelphia region in hundreds of high-traffic locations:

- 350 brand partner locations including: all of the Wawa's in Camden, Burlington and Gloucester counties, Super Wawa, Shop Rite, Stop N Shop, Kmart, Bally's Fitness Centers, Thriftway and others
- Plus 700 outlets and street boxes in or near: Shopping Areas, Diners, Delis, Dry Cleaners, Employment Offices, College Campuses, Libraries, and on or near transportation facilities including SEPTA stops, the NJ High Speed Line and River Lines



ORANGE REGION (1) Philadelphia & Delaware
BLUE REGION (2) New Jersey

NET RATE SCHEDULE

PREMIUM POSITION RATES

Front Page

- Package includes front page display and full-page inside (either advertorial or ad), Per Region \$1210
- Strip Ad Add-On, One Region (2" x 7")..... \$500
- Strip Ad Add-On, Both Regions (2" x 7") \$900
- Box Ad Add-On, One Region (2" x 2.25") \$175
- Box Ad Add-On, Both Regions (2" x 2.25")..... \$300

Back Page (Full Page), Per Region:..... \$900

Back Page (1/2V Page), Per Region:..... \$475

Inside Covers, Page 3 and Page 5: 25% Premium

Center Spread (2 Pages), One Region:..... \$900

Center Spread (2 Pages), Both Regions:..... \$1400

Web Charges with Employment Weekly Ad (Additional Cost)

Special monster.com online and print package rates. Ask your sales rep for details

Special Section Rates

4x rates apply; free color; matching advertorial space allowed with ads 1/2 or full page (subject to approval).

Target your Recruitment Search by Adding Northeast Times, STAR and My Community Trend

DISPLAY RATES • ONE REGION: South Jersey or Phila/Delaware

PER WEEK	1-Time Rate	2 Consecutive Weeks	6-Time Commitment within Quarter	26-Time Commitment within Year
FULL PAGE	\$610/wk	\$465/wk	\$445/wk	\$420/wk
1/2 PAGE	\$425/wk	\$345/wk	\$315/wk	\$280/wk
1/4 PAGE	\$305/wk	\$255/wk	\$210/wk	\$200/wk
1/8 PAGE	\$220/wk	\$195/wk	\$165/wk	\$150/wk

Classified Help Wanted Section

14 Agate Lines = 1" \$50/first inch per week Additional inches \$15.00 per inch

DISPLAY RATES • BOTH REGIONS: South Jersey and Phila/Delaware

PER WEEK	1-Time Rate	2 Consecutive Weeks	6-Time Commitment within Quarter	26-Time Commitment within Year
FULL PAGE	\$840/wk	\$690/wk	\$660/wk	\$615/wk
1/2 PAGE	\$585/wk	\$445/wk	\$425/wk	\$405/wk
1/4 PAGE	\$425/wk	\$355/wk	\$320/wk	\$290/wk
1/8 PAGE	\$315/wk	\$260/wk	\$230/wk	\$210/wk

Classified Help Wanted Section

14 Agate Lines = 1" \$100/first inch per week Additional inches \$25.00 per inch

RATES EFFECTIVE JULY, 2009

Rates are commissionable to recognized ad agencies

philly.com monster

EMPLOYMENT WEEKLY AND CAREER TRAINING

It's results that count.

Employment Weekly delivers cost-effective results for a variety of reasons:

Niche Publication No wasted circulation...picked up and read by people looking for a job

Multi-Media Packages Add Monster.com, the Northeast Times, Star (Community Newspapers) and My Community Trend (TMC Distribution) and reach more than **One Million Households**

Credibility Entering our 12th year in the market, more and more jobseekers are reading our magazines for the latest job opportunities and employment information. Job seekers easily recognize us through our affiliation with The Philadelphia Inquirer, Daily News, Philly.com, and Monster.com

Easy to Find Available every day (24/7) where people travel, shop and work in high-traffic locations

Reader Friendly Large display ads and color availability allow hiring companies the flexibility to be creative with their layout and copy

Longer Shelf Life Coverage the entire week – stays out on the stands for 7 days

Color Availability 43% better response, color available on all pages

Timing Early week deadlines get your message out before the busy weekend.

2 Editions Targets your message in editions specific to Pennsylvania and Delaware or New Jersey

DISPLAY AD SIZES

Full Page.....	7.5" x 9.62"
1/2 Horizontal.....	7.5" x 4.75"
1/2 Vertical.....	3.68" x 9.62"
1/4 Page Square.....	3.68" x 4.75"
1/4 Page Vertical.....	1.75" x 9.62"
1/8 Page Horizontal.....	3.68" x 2.3"
1/8 Page Vertical.....	1.75" x 4.75"
1/16 Page.....	1.75" x 2.3"
Front Cover.....	5" x 7"

CUSTOMER SUPPLIED ADS & ART

Ads:

PDF format with all fonts embedded
Illustrator CS3 with all fonts made into outline, saved as eps or pdf
Photoshop CS3 saved as eps or pdf
Can accept InDesign CS3 & Quark 7 documents only if fonts and pictures are provided
ALL COLOR ARTWORK MUST BE CMYK
ALL B&W ARTWORK MUST BE GRAYSCALE
We CANNOT accept ads done in any other applications

Artwork & Logos:

MUST be saved as PDF, EPS, JPEG, or TIF
Should be CMYK & at least 150 resolution

Deadline

Classified Deadline: Tuesday 12:00 Noon

Display Deadline: Tuesday 5:00 PM

COLOR CHARGES: (Additional)

Full Page - \$100 • 1/2 Page - \$75 • 1/4 Page - \$50 • 1/8 Page - \$25

MULTI-MEDIA PACKAGES

Northeast Times, Star & My Community Trend

ONLINE ADVERTISING:

30 day monster.com online packages as low as \$395

INSERTS:

Printing, insertion and distribution of varying sizes & paper stocks available.

Ask your sales rep for details.