

2012 Recruitment Pricing

Experience the power of two!

The Bakersfield Californian
has partnered with
Monster

The Bakersfield Californian

monster®

www.bakersfield.com/jobs

Non-contract packages

Print Consecutive Day Frequency	
1x	\$8.90 per line
2-3x	\$6.71 per line
4-6x	\$4.92 per line
7-29x	\$4.25 per line
30-31x	\$2.55 per line

Plus \$110 for a 30 day Monster package.

Local recruitment contract rates

Contract Revenue	Daily Rate Per Line
\$2,000	\$3.98
\$3,000	\$3.82
\$4,500	\$3.56
\$8,500	\$3.00
\$18,000	\$2.94
\$25,000	\$2.88
\$50,000	\$2.83
\$70,000	\$2.73
\$90,000	\$2.69
\$110,000	\$2.65
\$125,000	\$2.54
\$140,000	\$2.51
\$165,000	\$2.46
\$195,000	\$2.43
\$250,000	\$2.33
\$300,000	\$2.26
\$350,000	\$2.20
\$400,000	\$2.16
\$450,000	\$2.15
\$500,000	\$2.14
\$550,000	\$2.13

Recruitment modular rates

Contract Levels

Open Rate	\$2,000	\$3,000	\$4,500	\$8,500	\$18,000	\$25,000	\$50,000	\$70,000	\$90,000	\$110,000	\$125,000	\$140,000	\$165,000	\$195,000+	
Double Page Spread	\$18,125	\$15,950	\$15,044	\$13,956.25	\$13,412.50	\$13,050.00	\$12,687.50	\$12,143.75	\$11,781.25	\$11,600.00	\$11,418.75	\$11,237.50	\$11,056.25	\$10,693.75	\$10,331.25
1/2 Page Spread	\$9,125	\$8,030	\$7,574	\$7,026.25	\$6,752.50	\$6,570.00	\$6,387.50	\$6,113.75	\$5,931.25	\$5,840.00	\$5,748.75	\$5,657.50	\$5,566.25	\$5,383.75	\$5,201.25
Full Page	\$8,125	\$7,150	\$6,744	\$6,256.25	\$6,012.50	\$5,850.00	\$5,687.50	\$5,443.75	\$5,281.25	\$5,200.00	\$5,118.75	\$5,037.50	\$4,956.25	\$4,793.75	\$4,631.25
Prestige	\$7,228	\$6,361	\$5,999	\$5,565.56	\$5,348.72	\$5,204.16	\$5,059.60	\$4,842.76	\$4,698.20	\$4,625.92	\$4,553.64	\$4,481.36	\$4,409.08	\$4,264.52	\$4,119.96
Dominant	\$6,045	\$5,320	\$5,017	\$4,654.65	\$4,473.30	\$4,352.40	\$4,231.50	\$4,050.15	\$3,929.25	\$3,868.80	\$3,808.35	\$3,747.90	\$3,687.45	\$3,566.55	\$3,445.65
3/5 Page	\$5,425	\$4,774	\$4,503	\$4,177.25	\$4,014.50	\$3,906.00	\$3,797.50	\$3,634.75	\$3,526.25	\$3,472.00	\$3,417.75	\$3,363.50	\$3,309.35	\$3,200.75	\$3,092.25
Impress	\$4,334	\$3,814	\$3,597	\$3,337.18	\$3,207.16	\$3,120.48	\$3,033.80	\$2,903.78	\$2,817.10	\$2,773.76	\$2,730.42	\$2,687.08	\$2,643.74	\$2,557.06	\$2,470.38
1/2 Page Vert.	\$4,325	\$3,806	\$3,590	\$3,330.25	\$3,200.50	\$3,114.00	\$3,027.50	\$2,897.75	\$2,811.25	\$2,768.00	\$2,724.75	\$2,681.50	\$2,638.25	\$2,551.75	\$2,465.25
1/2 Page Horiz.	\$4,325	\$3,806	\$3,590	\$3,330.25	\$3,200.50	\$3,114.00	\$3,027.50	\$2,897.75	\$2,811.25	\$2,768.00	\$2,724.75	\$2,681.50	\$2,638.25	\$2,551.75	\$2,465.25
Skycraper	\$2,887	\$2,541	\$2,396	\$2,222.99	\$2,136.38	\$2,078.64	\$2,020.90	\$1,934.29	\$1,876.55	\$1,847.68	\$1,818.81	\$1,789.94	\$1,761.07	\$1,703.33	\$1,645.59
1/4 Pg Vert.	\$2,225	\$1,958	\$1,847	\$1,713.25	\$1,646.50	\$1,602.00	\$1,557.50	\$1,490.75	\$1,446.25	\$1,424.00	\$1,401.75	\$1,379.50	\$1,357.25	\$1,312.75	\$1,268.25

Rates are for space only and includes 30 days on Hotjobs by Monster

Other rates

Non-Profit

Non-Profit Rate\$2.00 per line per day

Must be a qualified 501c3 organization. Non-profit rates are not available to medical accounts, hospitals, schools, government agencies, retirement communities or associated real estate companies, Non-profit rates are non-commissionable.

611411 Mobile Site\$5.00

(All line ads are published on 611411)

Front Page Premium Packages

Half Page.....\$4,500

Quarter Page.....\$2,900

Packages include 7 days on HotJobs by Monster & a 7 day job video clip.

Color Rates (per insertion)

\$750.00

\$4k-\$12k\$525

\$20k-\$100k\$475

\$100k+\$405

Box Replies

Allow extra lines for required addresses; example: File B-100, c/o The Bakersfield Californian, P.O. Box 440, Bakersfield, CA 93302.

E-mail\$40

Mailed\$55

Pick-up\$75

Proofs

There is no charge for a first proof and one revised proof. Additional proofs may be billed out at \$75 per hour, with a minimum of one hour.

Hard Copy Tearsheets\$10 each

Bakotopia.com (optional).....\$5.00

Miscellaneous Print Charges

Italics\$.10 per word, per day

Underline.....\$.05 per word, per day

URL Address\$5.00 flat

Screened\$10.00 flat

Reverse.....\$10.00 flat

Bold\$.10 per word, per day, per publication

Graphics (Pic, Logo)\$5.00 each, plus spaceBorderSpace

Staffing Service Rates

Staffing Service Rate, \$2.55 per line per day plus \$110 for a 30 day HotJobs by Monster ad.

Additional options available: TopJobs \$50, Job Video Clips for \$125