

**Frequency** – 24 issues a year, **rt image** is published on the first and third Mondays. Published in print on the 1st Monday of the month. First and third Mondays are published digitally.

### Recruitment Advertising Packages<sup>1</sup>

| Recruitment Advertising Packages          | 1 print & 2 digital, 4-color Ads/Month | 30-day Job Posting w/logo | 468x60 pixel Banner <sup>2</sup> | Regional E-Blast | 1 Listing on E-newsletter | 4 (weekly) Job Alert | E-blast | Package Valued At | Cost/Month | Cost/Month 3 Months | Cost/Month 6 Months |
|---|--|---------------------------|----------------------------------|------------------|---------------------------|----------------------|---------|-------------------|------------|---------------------|---------------------|
| Premium - Full Pg                         | ✓ (Full Pg)                            | 5 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$12,635          | \$7,250    | \$6,525             | \$5,800             |
| Premium - 2/3 Pg                          | ✓ (2/3 Pg)                             | 5 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$12,250          | \$6,850    | \$6,165             | \$5,480             |
| Premium - 1/2 Pg                          | ✓ (1/2 Pg)                             | 5 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$11,935          | \$6,500    | \$5,850             | \$5,200             |
| Enhanced - 4/9 Pg                         | ✓ (4/9 Pg)                             | 3 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$10,360          | \$5,695    | \$5,126             | \$4,556             |
| Enhanced - 1/3 Pg                         | ✓ (1/3 Pg)                             | 3 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$6,230           | \$3,495    | \$3,146             | \$2,796             |
| Enhanced - 2/9 Pg                         | ✓ (2/9 Pg)                             | 3 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$4,230           | \$2,550    | \$2,295             | \$2,040             |
| Enhanced - 1/6 Pg                         | ✓ (1/6 Pg)                             | 3 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$3,100           | \$1,880    | \$1,692             | \$1,504             |
| Standard (1/9 h/v)                        | ✓ (1/9 Pg)                             | 2 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$1,455           | \$1,050    | \$945               | \$840               |
| Standard (1/12)                           | ✓ (1/12 Pg)                            | 2 ✓                       | ✓                                | ✓                | ✓                         | ✓                    | ✓       | \$1,345           | \$950      | \$855               | \$760               |
| Online only                               |  | ✓                         |                                  |                  | ✓                         | ✓                    |         |                   | \$250      |                     |                     |
| 1 job posting for 6 months <sup>2</sup>   |  | ✓                         |                                  |                  | ✓                         | ✓                    |         |                   | \$170      |                     |                     |
| 1 job posting for 12 months <sup>2</sup>  |  | ✓                         |                                  |                  | ✓                         | ✓                    |         |                   | \$125      |                     |                     |
| 3 job postings for 6 months <sup>2</sup>  |  | ✓                         |                                  |                  | ✓                         | ✓                    |         |                   | \$495      |                     |                     |
| 3 job postings for 12 months <sup>2</sup> |  | ✓                         |                                  |                  | ✓                         | ✓                    |         |                   | \$370      |                     |                     |
| 3 months unlimited job postings           |  | ✓                         |                                  |                  |                           |                      |         |                   | \$750      |                     |                     |
| 6 months unlimited job postings           |  | ✓                         |                                  |                  |                           |                      |         |                   | \$650      |                     |                     |
| 12 months unlimited job postings          |  | ✓                         |                                  |                  |                           |                      |         |                   | \$495      |                     |                     |
| Additional job postings                   |  | ✓                         |                                  | ✓                | ✓                         |                      |         |                   | \$95       |                     |                     |
| Add your logo                             |  |                           |                                  |                  |                           |                      |         |                   | \$75       |                     |                     |

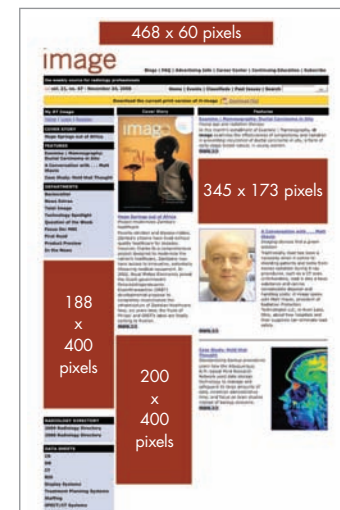
<sup>1</sup> 2-color = add \$500 • 4-color = add \$900  
<sup>2</sup> If frequency contract is cancelled, client will be subject to pay a short rate  
<sup>3</sup> Banner on Job Center Page

### Print & Digital Recruitment Advertising Specifications and Single Frequency Pricing

No discounts are offered on 1-time frequencies

| Size      | Width     | Height    | Print Issue | Digital Week | Size   | Width     | Height   | Print Issue | Digital Week | Size    | Width     | Height  | Print Issue | Digital Week |
|-----------|-----------|-----------|-------------|--------------|--------|-----------|----------|-------------|--------------|---------|-----------|---------|-------------|--------------|
| Full Pg   | 7.36"     | x 9.5"    | \$2,900     | \$2,030      | 4/9 Pg | 4.75"     | x 6"     | \$1,765     | \$1,236      | 1/9 Pg  | (H) 4.75" | x 1.4"  | \$405       | \$284        |
| Bleed     | 8.625"    | x 11.125" | \$2,900     | \$2,030      | 1/3 Pg | (H) 4.75" | x 4.66"  | \$1,415     | \$991        |         | (V) 2.25" | x 3"    | \$405       | \$284        |
| Trim      | 8.375"    | x 10.875" |             |              |        | (V) 2.25" | x 9.5"   | \$1,415     | \$991        | 1/12 Pg | 2.25"     | x 2.25" | \$295       | \$207        |
| Live Area | 7.875"    | x 10.375" |             |              | 2/9 Pg | (H) 4.75" | x 2.875" | \$975       | \$683        | 1/18 Pg | 2.25"     | x 1.4"  | \$210       | \$147        |
| 2/3 Pg    | 4.75"     | x 9.5"    | \$2,515     | \$1,761      |        | (V) 2.25" | x 6"     | \$975       | \$683        |         |           |         |             |              |
| 1/2 Pg    | (H) 7.36" | x 4.66"   | \$2,200     | \$1,540      | 1/6 Pg | (H) 4.75" | x 2.25"  | \$745       | \$522        |         |           |         |             |              |
|           | (V) 3.5"  | x 9.5"    | \$2,200     | \$1,540      |        | (V) 2.25" | x 4.66"  | \$745       | \$522        |         |           |         |             |              |

Banner Examples:



### E-mail List Rental - Limited to 1 item per week

| E-list Rental         | Cost Per Address <sup>4</sup> | Rate Per Address |
|-----------------------|-------------------------------|------------------|
| Plain Text            | 1-18,000                      | 18¢              |
| Graphics <sup>3</sup> | 1-18,000                      | 21¢              |

<sup>3</sup> File Type: HTML file with associated images. Recommended to be viewable in an E-mail window 550 pixels wide. Production charges apply if e-blast creation is needed.  
<sup>4</sup> \$1,000 minimum required.

### Banner Opportunities - 30 days

| Banner                             | Location                        | Size             | Cost/Month           |
|------------------------------------|---------------------------------|------------------|----------------------|
| Exclusive E-newsletter sponsorship | E-newsletter                    | 468 x 60 pixels  | \$1,950 <sup>5</sup> |
| Top - Middle                       | Run-of-Site                     | 468 x 60 pixels  | \$1,820              |
| Product                            | Product Preview                 | 468 x 60 pixels  | \$780                |
| Job Center                         | Classified/Career Center        | 468 x 60 pixels  | \$780                |
| Event                              | Event/Calendar                  | 468 x 60 pixels  | \$780                |
| Data Sheet                         | Individual Data Sheet of choice | 468 x 60 pixels  | \$780                |
| Feature                            | Home page under Feature         | 345 x 173 pixels | \$780                |
| Cover Story                        | Home page under Cover Story     | 200 x 400 pixels | \$780                |
| Left Navigation                    | Left run-of-site                | 188 x 400 pixels | \$780                |

File Type: GIF, JPG, Animated GIF or Flash version 9 or earlier. Flash banners must be built containing a link.  
 Maximum File Size: 25K E-newsletter Files Required: Logo, Banner, 50 words of text  
<sup>5</sup> Ad appears on 1 e-newsletter

**image**  
 Valley Forge Publishing Group  
 2570 Blvd. of the Generals, Suite 220, Norristown, PA 19403  
 • Toll Free: 800-983-7737 • Phone: 610-854-3770  
 • Fax: 610-854-3780 • E-mail: sales@rt-image.com • www.rt-image.com

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