

## POST-BULLETIN RECRUITMENT ADVERTISING

\*  
Effective October 1, 2008

The Post-Bulletin is THE Jobs Marketplace in Southeastern Minnesota!

On an average month: Rochester Post-Bulletin carries more than 3,000 job listings.  
Austin Post Bulletin carries more than 1,500 job listings.  
www.PostBulletin.com carries more than 3,000 job listings.

### Largest Employers in the Rochester Area

Mayo Clinic	30,430	Medical/Hospital
IBM	4,400	Electronics/Computer
Rochester Public Schools	2,285	Education Services
Hormel Foods Corp.	2,415	Meat Packing Plant
Quality Pork Processors	1,220	Meat Packing Plant
Olmsted County	1,205	Government
Olmsted Medical Center	1,019	Medical/Hospital Services
Wal-Marts & Sam's Club	962	Retail
HyVee (north, south, Barlow)	860	Grocery-Retail
Austin Medical Center	833	Medical/Hospital
City of Rochester	847	Local Government
Crenlo	725	Fabricated Metal
Charter Communication	635	Cable Television/High Speed Internet
Sunstone Hotel Properties	650	Hotel/Restaurant Services
Austin Public Schools	550	Education Services
Target	500	Retail
RCTC	550	Post Secondary Education
Seneca Foods (240 regular)	450	Food Processing
Federal Medical Center	453	Corrections/Medical
Schmidt Printing	370	Printing/Publishing
Benchmark Electronics	340	Contract Mfg/Design/Engineering
Samaritan Bethany, Inc.	325	Health Care of Aging
Menards (north & south)	315	Home Remodeling/Retail
Marigold Foods (Kemps)	315	Food Processing

Source: Rochester Area Economic Development, Inc. (RAEDI) - 2007  
City of Austin, MN - 2008

### CLASSIFIED ADVERTISING GUIDELINES

Parties submitting advertising material do so subject to the following terms:

The Post-Bulletin retains the right to revise, properly classify or reject any copy or illustration which does not meet its standard of acceptance.

It is the responsibility of the advertiser to check ads for errors after the first publication. The Post-Bulletin assumes no liability for errors or omissions which are the fault of the advertiser. If an error is not the fault of the advertiser, credit will be allowed for the first insertion only, and only for the specific portion of the ad affected. The Post-Bulletin's liability to an advertiser on account of errors in or omissions of the advertising material submitted shall in no event exceed the amount of the Post-Bulletin's regular charge for a single publication of the

advertisement which was omitted or in which the error occurred. Claims for allowances of errors must be made within 15 days from the date of invoice.

If an advertising order does not correspond to the rate card, this will be regarded as a clerical error on the part of the advertiser. The ad will be inserted and charged at the current rate schedule. Every reasonable effort will be made to place classified display ads as close to the applicable classification as possible. Ads and related materials appearing in this newspaper are the property of the Post-Bulletin and not of the advertiser.

Advertiser assumes the liability for all statements, pictures and names contained in advertisements printed and assumes responsibility for any claims against the Post-Bulletin resulting from the advertisement.

# Recruitment Advertising

October 1, 2008

## Post-Bulletin Classifieds

Your Community Marketplace

The largest employment source in the market!

**Post-Bulletin**  
If it matters to you, it matters to us

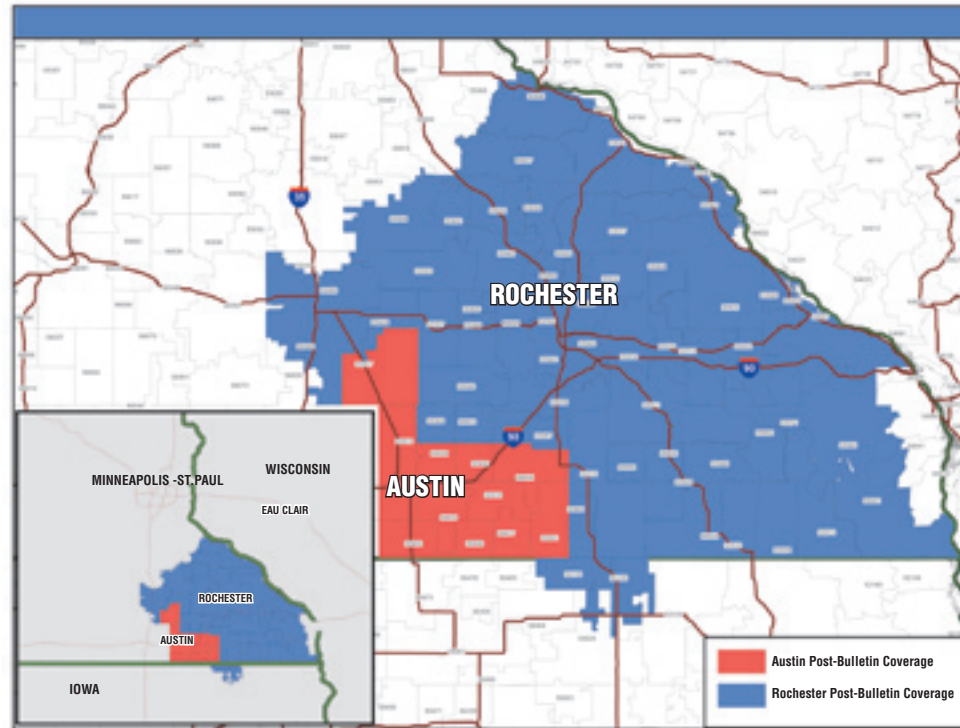
**The Job Network**  
Your employment matchmaker

**Post-Bulletin**  
If it matters to you, it matters to us

**The Job Network**  
Your employment matchmaker

Effective October 1, 2008

# ROCHESTER Minnesota



**Rochester/Olmsted County**

WEEKEND COVERAGE  
(Shown in blue)  
44,812 (CAC Audit)  
March 31, 2008

DAILY COVERAGE  
41,708 (CAC Audit)  
March 31, 2008

WEEKEND & DAILY PAID CIRCULATION RANK  
Post-Bulletin Ranks #1 in 88% of all ZIP codes  
delivered!

**Austin/Mower County**

WEEKEND COVERAGE  
(Shown in red)  
9,655 (CAC Audit)  
March 31, 2008

DAILY COVERAGE  
2,498 (CAC Audit)  
March 31, 2008

www.postbulletin.com  
over 283,000 unique visitors each month!

## Rochester, Minnesota

Located in the center of Southeastern Minnesota, Rochester is the third largest city in the state surpassing a projected population of 100,000 as of January 2009. The city is 41 miles north of the Iowa border, 63 miles west of the Wisconsin border and 75 miles south of the Twin Cities (Minneapolis/St. Paul). The city of Rochester continues to rank high in many surveys relating to quality of life and worker productivity (Money Magazine).

Rochester is the home of the world renowned Mayo Clinic which has more than 30,000 employees and the largest IBM complex under one roof with 4,400 employees. Our retail environment is very healthy in Rochester. "Shoppes on Maine", located on Hwy 63, opened the fall of 2007 and joins Apache Mall (a regional shopping

center) which is centrally located just off of Hwy. 52. Apache Mall is anchored by 4 major department stores: Macy's, JC Penney, Herberger's and Sear's.

Rochester is host to two Super Target stores, two Wal-Marts, three movie theatre complexes, two Menards, the nations largest Fleet Farm, two Best Buys and many other national retailers. We also have continued residential and retail development in all quadrants of our city, and outlying communities.

With a median age of 35.8 years, and mean household income of \$90,502, Rochester offers an excellent business climate supported by an attractive, affordable lifestyle.

**Publishers of:**

Rochester Post-Bulletin, Austin Post-Bulletin, Agri News, Total TV, Money Saver, Rochester Magazine, Real Estate Marketplace, Homefinder, www.postbulletin.com and www.Rochestermn.com

18 1st Ave. SE, P.O. Box 6118 • Rochester, Minnesota 55903-6118

e-mail: [addesign@postbulletin.com](mailto:addesign@postbulletin.com) • web site: [www.postbulletin.com](http://www.postbulletin.com)

AdSend Address: MNROC

Advertising Office Hours: 8:00 am - 5:00 pm M-F • (507) 285-7600 • 1-800-562-1758 (MN) • (507) 285-7666 (Fax)

Published Monday through Saturday • Minnesota's Largest Evening Newspaper

Effective October 1, 2008

## Classified Display Rates

**Rochester Post-Bulletin**

National Rates (commissionable)	\$64.05 pci
Open Rate/yearly	\$48.20 pci*
\$4,000/year	\$36.80 pci*
\$7,000/year	\$32.10 pci*
\$15,000/year	\$30.50 pci*
\$35,000/year	\$27.95 pci*
\$65,000/year	\$26.10 pci*
\$130,000/year	\$25.50 pci*

\*Non commissionable credit-approved rates

**Austin Post-Bulletin**

National Rates (commissionable)	\$11.20 pci
Non Commissionable Rates	
Weekend/holidays	\$8.50 pci
Weekdays	\$7.00 pci

All classified display ads will incur an additional \$60 charge for Job Network.  
All classified line ads will incur an additional \$35 charge for Job Network.

## Classified Display Advertising Programs

- **Weekly Discount: Help Wanted Rate\*** \$26.00 pci  
6 consecutive days  
Non commissionable rate or earned rate if lower
- **Top Jobs - Retail Display Feature\*** \$15.00 pci  
Pick up classified ad and run in Monday's Retail Top Jobs
- **Top Jobs Online\*** \$45.00  
www.postbulletin.com for 6 days
- **"Working Wednesdays" Discount\***  
Pick up Saturday Classified ad and run following Wednesday  
No copy changes. 50% off pci

BLIND BOX CHARGE – \$20 pickup/\$25 mail per ad

## Color

**COLOR RATES\***

Black and one color, no minimum size	\$440
Black and two colors, no minimum size	\$595
Black and three colors, no minimum size	\$700

**COLOR BY THE INCH\***

\$10.00 PER COLUMN INCH (10 Inch Minimum)

- More than one color ad per page may appear
- If color positions are not available due to press capacity, ads will be prioritized according to order they were received
- Subject to color availability and press capability.

**The Job Network**  
Your employment matchmaker

**Chad Decker**  
Recruitment Specialist  
Direct (507) 285-7650  
Toll Free 1-800-562-1758  
cdecker@postbulletin.com

## Job Network Programs

- **Priority Jobs:**  
Highlighted placement at top of job search.  
One week \$45.00
- **Featured Employers:**  
Your company promoted throughout job site to maximize number of times candidates view advertised jobs.  
12 months \$250.00/mo.  
6 months \$400.00/mo.  
1 months \$600.00/mo.

## Composition

<b>PRINTING PROCESS</b>	<b>COMPOSITION METHOD</b>
Offset	Photo Composition

**FORMAT**

Number of Columns	9
Column Width	1-3/16 Inches

**MAKE-UP SIZES**  
(Printed Sizes Identical to Make-Up Sizes)

1 Column	1-3/16 Inches	8 Column	10-3/16 Inches
2 Column	2-7/16 Inches	9 Column	11-5/8 Inches
3 Column	3-3/4 Inches	Full Page	11-5/8 Inches x 21 inches
4 Column	5-1/16 Inches	Double Truck	23-15/16 Inches x 21 Inches
5 Column	6-5/16 Inches		
6 Column	7-5/8 Inches		
7 Column	8-15/16 Inches		

## Classified Display Deadlines

<b>Day of Publication:</b>	<b>Copy Deadline:</b>
Monday	4 pm Thursday Prior
Tuesday	4 pm Friday Prior
Wednesday	4 pm Monday Prior
Thursday	4 pm Tuesday Prior
Friday	4 pm Wednesday Prior
Saturday	5 pm Wednesday Prior

**FOR LINE ADS, PLEASE CALL (507) 285-7777**

by 4:30 pm the day prior to publication

**Fax Number: (507) 285-7788**

by 4:30 pm the day prior to publication