



Classified Recruitment Advertising Rates *Retail, Regional, National and Local General*

Effective January 1, 2007

With the exception of ads ordered at Open rate, an Annual Advertising Contract is required.

See the General Information Booklet for holiday dates and rates.

Advertiser agrees to the terms and conditions in the Annual Advertising Contract, the current rate card, and in the General Information Booklet. (documents are available for review at www.sacbee.com/advertiser/)

The Benefits of Annual Advertising Contracts

In today's economy, you want to make every marketing dollar count. And because your time is valuable, you need a system that's flexible. Our Annual Advertising Contract gives you that flexibility. Every dollar you invest in any of our products*, including sacbee.com/careerbuilder and direct marketing, counts toward your Annual Advertising Contract. You'll receive discounts based on your combined billings for all products. Whether you place your ads in full run or zoned run of paper, preprint or single sheet inserts, online or direct marketing, the total of all products combined is used to calculate your Annual Investment Level discounts. Your account manager will help you take full advantage of every product we offer so you can target your audience with the advertising message you choose, on a schedule and budget that works for you.

*The only dollars that do not count toward your Annual Advertising Contract are Pass Through Expenditures such as postage and agency commissions.

Display Rates (per line, per day, 4-line minimum)

To place your recruitment advertisement, please call (916) 321-1370 or (916) 321-1367 and let your representative know that you have an Annual Advertising Contract.

	Sunday Only	Daily	2-7x Consecutive Days	8-27x Consecutive Days	28+x Consecutive Days
Open to \$4,999	\$13.92	\$10.32	\$9.51	\$6.72	\$6.33
\$5,000 to \$89,999	10.89	8.04	7.41	5.19	4.95
\$90,000 to \$219,999	7.68	5.70	5.22	4.08	3.51
\$220,000+	5.91	4.38	4.02	3.12	2.67