

# BIG

— *book of* —

# JOBS



The 2019 Big Book of Jobs is the only way to reach your next best hire anywhere in the Chesapeake Region...period. Featuring useful career development information and next step guides, this employment resource has a reach of over 600,000 potential hires in the region.

2019  
RATES  
&INFO



# Advertising Packages

ALL PACKAGES INCLUDE A PRINT AD AND MICRO HIRING SITE



## 3 MICRO HIRING SITES

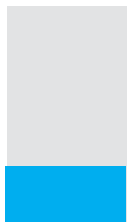
### STANDARD AD SIZES

[BOOKOFJOBS.STARDEM.COM](http://BOOKOFJOBS.STARDEM.COM) | [BOOKOFJOBS.CECILDAILY.COM](http://BOOKOFJOBS.CECILDAILY.COM) | [BOOKOFJOBS.SOMDNEWS.COM](http://BOOKOFJOBS.SOMDNEWS.COM)

QUARTER  
**\$750**

HALF  
**\$1,500**

FULL  
**\$2,000**



10.25" x 6"



10.25" x 10.5"



10.25" x 21.5"



5.062" x 10.5"



5.062" x 21.5"

### PREMIUM FULL PAGES

BACK COVER  
**\$3,500**

COVERS 2-3  
**\$3,000**

PAGE 4 OR 5  
**\$2,500**



Search Engine friendly Business Profile Page



Enriched data set includes interactive map, contact info, URL, coupons & specials



We sync up your social media links with Facebook, Google+, Twitter, Pinterest, etc.



Visitors can save and print your ads and contact info



Featured & Premium options available for extra exposure

ad space  
reservations:  
**SEPT. 4TH**

2019  
**Big Book**  
of Jobs

on stands  
SEP. 20  
**2019**

**QTY: 80K Print**  
80k Front Sections  
Wrapped Around The Day's Paper

## Covering the Chesapeake

THE STAR DEMOCRAT | THE BAY TIMES | TIMES-RECORD | THE KENT COUNTY NEWS | RECORD OBSERVER  
THE CECIL WHIG | THE DUNDALK EAGLE | MARYLAND INDEPENDENT | THE CALVERT RECORDER | THE ENTERPRISE

## Big Jobs = Big Reach

### QTY: 500K+ ONLINE READERS

A digital version of the section will reach over half a million readers on stardem.com, cecildaily.com, somdnews.com, myeasternshorem.com, and dundalkeagle.com.

### QTY: 50K TARGETED EMAIL

Over 50k copies of the section will land in the inboxes of job seekers in Maryland, Delaware, and Washington D.C.

## OUR PRINT READERS

REACH: Over 168,000 print readers\*

MEDIAN AGE: 57

MEDIAN HHI: \$91,000

MALE/FEMALE: 38/62%

## OUR DIGITAL READERS

REACH: Over 500,000 digital readers\*\*

MEDIAN AGE: 41

MEDIAN HHI: \$58,000

MALE/FEMALE: 43/57%

Sources: 2018/2019 APG Chesapeake Reader Surveys.  
2018/2019 APG Chesapeake Google Analytics.

*\*Based on the average of 2.1 readers per copy,*

*Source: Newspaper Association of America, [www.naa.org](http://www.naa.org)*

**\*\* 2019 APG Chesapeake Google Analytics average monthly unique visitors**



WAPG

CHESAPEAKE

PRINT. DIGITAL. SOCIAL.