

KARRIERENSTANDARD 2010**Recruitment Section****Basic Data**

Day of Publication	Saturday/Sunday					
Deadline	for framed ads			Thursday, 6 p.m.		
	for JobSplitter			Thursday, 5 p.m.		
Copy	Digital printing material only. PDF 1.3 preferred (X-1a or X-3, neither included colourprofile nor Smooth Shades) See our information booklet 'DER STANDARD: Richtlinien für die digitale Datenanlieferung', PDF available on derStandard.at/Anzeigen . Please note: printing material is required latest by deadline!					
Column widths	1col.	41 mm	3col.	131 mm	5col.	221 mm
	2col.	86 mm	4col.	176 mm	6col.	266 mm

Products and Rates**Situations Vacant** per scmm

Single ad	1 x Saturday/Sunday	7.25
	repetition; within 8 weeks, identical ad	4.25
Combination ad	3rd Saturdays/Sundays, identical ad, within 3 weeks	9.25
'EffektGarantie'	repetition of a wanted ad within 8 weeks	2.25
Preferred positioning	Surcharge 15% , minimum Size 1/3 page	
Minimum size	1 column x 25 mm	

JobSplitter	Small sized ad-modules in a standardized layout	
	single: 1 column x 37 mm	150.-
	double: 1 column x 75 mm or 2 columns x 37 mm	275.-
	colour-layer, logo, inversion	free of charge
Reply box charge		9.-

Personnel marketing

'KarriereProfil'	Full page company profile including text, interviews and pictures	15,529.50
'KarriereReport'	1/3 page staff-portrait including text and picture	6,003.-
'KarriereTeaser'	Announcement on front-cover of KARRIERENSTANDARD format 50 x 25 mm preferred positioning in directory	1,700.-
PopUp	Presentation of the brand mark with formats between 41 x 25 mms and 131 x 25 mm, 4c — 5 PopUps in 5 issues in succession	13,575.-
Image formats	scmm	12.79

Frequency Discounts

Situations vacant and Personnel marketing	from EUR	7,000.-	25,000.-	40,000.-	60,000.-	90,000.-
	Discount	2 %	4 %	6 %	8 %	10 %

are given to customers based on their annual advertising budget placed in KARRIERENSTANDARD, situations vacant. Discounts applicable on all surcharges except for reply box charges. Discount orders are exclusively accepted in writing (per E-mail to karrieren@derStandard.at) prior to the first insertion.

KARRIERENSTANDARD online

Online in addition to print	6 weeks on derStandard.at/Stellenmarkt
Surcharge	for ads: 395,- per position

KARRIERENSTANDARD 2010

Recruitment Section

Format Examples

DPS
566 x 420 mm

**-25%
Preferential price**



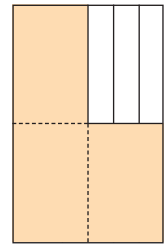
Full page
266 x 420 mm

**-15%
Preferential price**



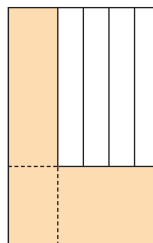
**1/2 page
upright**
131 x 420 mm

**1/2 page
across**
266 x 208 mm

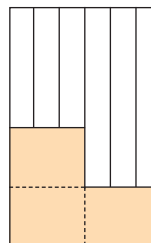


	upright		across	
Single ad	27,405.-	15,529.50	9,135.-	9,048.-
Repetition	16,065.-	9,103.50	5,355.-	5,304.-
Combination	34,965.-	19,813.50	11,655.-	11,544.-
EffektGarantie	8,505.-	4,819.50	2,835.-	2,808.-

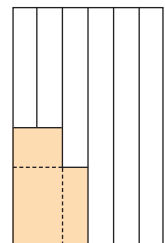
1/3 upright
86 x 420 mm
1/6 page across
266 x 138 mm



1/4 Seite Kasten
131 x 208 mm
1/4 Seite quer
266 x 103 mm

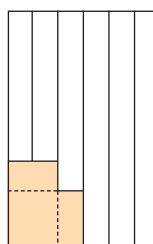


**1/6 page
upright**
86 x 208 mm
**1/6 page
across**
131 x 138 mm

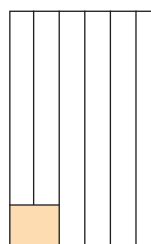


	upright		Quarter across		upright		across	
Single ad	6,090.-	6,003.-	4,524.-	4,480.50	3,016.-	3,001.50		
Repetition	3,570.-	3,519.-	2,652.-	2,626.50	1,768.-	1,759.50		
Combination	7,770.-	7,659.-	5,772.-	5,716.50	3,848.-	3,829.50		
EffektGarantie	1,890.-	1,863.-	1,404.-	1,390.50	936.-	931.50		

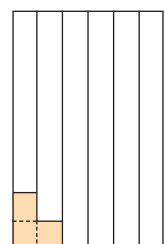
1/8 page upright
86 x 155 mm
1/8 page across
131 x 103 mm



1/16 page across
86 x 78 mm



**100 mm
upright**
41 x 100 mm
**100 mm
across**
86 x 50 mm



	upright		across		upright		across	
Single ad	2,247.50	2,240.25	1,131.-		725.-			
Repetition	1,317.50	1,313.25	663.-		425.-			
Combination	2,867.50	2,858.25	1,443.-		925.-			
EffektGarantie	697.50	695.25	351.-		225.-			

Contact

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