

Basic Data

Day of Publication	Saturday/Sunday					
Deadline	for framed ads		Thursday, 6 p.m.			
	for JobSplitter		Thursday, 5 p.m.			
Artwork	Digital printing material only. Preferable PDF 1.3(X-1a or x-3) with your instructions as publication date, ISOnewspaper26v4. Colorprofile and Joboptions for digital data delivery 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 12 weeks, identical ad	4.25
Double	3 Saturdays/Sundays, identical ad, within 3 weeks	9.25
'EffektGarantie'	repetition of the identical ad within 12 weeks, subsequent to combination ad	free of charge
Preferred positioning	lump-sum	750.-
Minimum size	1 column x 25 mm	

JobSplitter	Small sized ad-modules in a standardized layout	
	single: 1 column x 37 mm	175.-
	double: 1 column x 75 mm or 2 columns x 37 mm	295.-
	colour-layer, logo, inversion	free of charge
Reply box charge		9.-

Personnel marketing

'KarriereProfil'	Full page company profile including text, interviews and pictures	18,270.-
'KarriereReport'	1/3 page staff-portrait including text and picture	6,753.-
'KarriereSkyline'	Skyline on front-cover of KARRIERENSTANDARD, format 50 x 25 mm	2,000.-
PopUp	Presentation of the brand mark with formats between 41 x 75 mm, 86 x 37 mm and 131 x 25 mm, 4c; 5 PopUps each in 5 successive issues	13,575.-

Image formats

scmm	per issue	13.25
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Frequency Discounts

Situations vacant and Personnel marketing	from EUR	5,000.-	15,000.-	25,000.-	50,000.-	75,000.-	100,000.-	125,000.-	150,000.-	200,000.-
	Discount	5%	6%	7%	8%	9%	10%	11%	13%	15%

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 and "Jobsplitter"-modules, per position	440.-

KARRIERENSTANDARD 2012

Recruitment Section

Format Examples

DPS 566 x 420 mm -15% 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		
Single ad	31,059.-	15,529.50	9,135.-	9,048.-		
Repetition	18,207.-	9,103.50	5,355.-	5,304.-		
Double	39,627.-	19,813.50	11,655.-	11,544.-		
'EffektGarantie'	free of charge	free of charge	free of charge	free of charge		
1/3 upright 86 x 420 mm 1/3 page across 266 x 138 mm		1/4 page quarter 131 x 208 mm 1/4 page across 266 x 103 mm		1/6 page upright 86 x 208 mm 1/6 page across 131 x 138 mm		
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
Double	7,770.-	7,659.-	5,772.-	5,716.50	3,848.-	3,829.50
'EffektGarantie'	free of charge	free of charge	free of charge	free of charge	free of charge	free of charge
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		
Single ad	2,247.50	2,240.25	1,131.-	725.-		
Repetition	1,317.50	1,313.25	663.-	425.-		
Double	2,867.50	2,858.25	1,443.-	925.-		
'EffektGarantie'	free of charge	free of charge	free of charge	free of charge		

Contact

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All rates given in EUROS. A 5% Austrian Governmental Advertising Tax applies (except for online surcharges) plus 20% VAT where applicable. Conditions of Business according to Rate Card No 27, valid per Jan. 1. 2012, apply. The publisher reserves the right to such variations in colour which are dependent on the typographical process.