

CAREER RATES 2016

Successful advertising.



Recruitment Online

Our Recruiter Services on derStandard.at/Karriere address qualified job seekers with an educational attainment of A-Levels/High School diploma and higher. Embedded in our editorial content (1.9 million unique users / month – ÖWA Plus 2015-IV) your campaign will not only reach actively searching but also receptive job seekers.

Standard Job Postings



Single post	€650.-
Extension	€325.-
Permanent post	€1,692.-

Your single post will be online for a maximum of 6 weeks. An extension by another 6 weeks is available. A permanent post will be online for 12 months – current text adjustments included.

Packages



2 posts	€1,250.-
3 posts	€1,830.-
5 posts	€2,950.-
10 posts	€5,600.-
15 posts	€7,950.-

The number of posts in each package may be published in the course of 12 months. Each post will be online for a maximum of 6 weeks (or 12 weeks from 5 post packages up). All packages from 3 posts up contain a company profile (for details see page 4) as well as the opportunity to publish apprenticeships and internships free of charge. Further package sizes upon request.

Subscriptions



1 post sub	€2,820.-
2 post sub	€5,040.-
3 post sub	€6,660.-
5 post sub	€9,900.-
7 post sub	€12,960.-
10 post sub	€17,220.-

A subscription makes the flexible use of your job ads possible: You may vary the publishing time for each post individually. You may post up to 10 vacancies (in accordance to your sub size) at the same time. Each subscription is valid for 12 months. All subscriptions contain a company profile (for details see page 4) as well as the opportunity to publish apprenticeships and internships free of charge. Further subscription sizes upon request.

Real Time Guarantee



We promise to create a preview of your single job post and send it to you for proofing and authorization within 3 hours of commission – given that your notification reaches us Mon–Thu by 3 pm and Fri by 2 pm.

Our office hours are Mon–Thu from 9 am – 6 pm and Fri from 9 am – 4 pm.

Interface Solutions



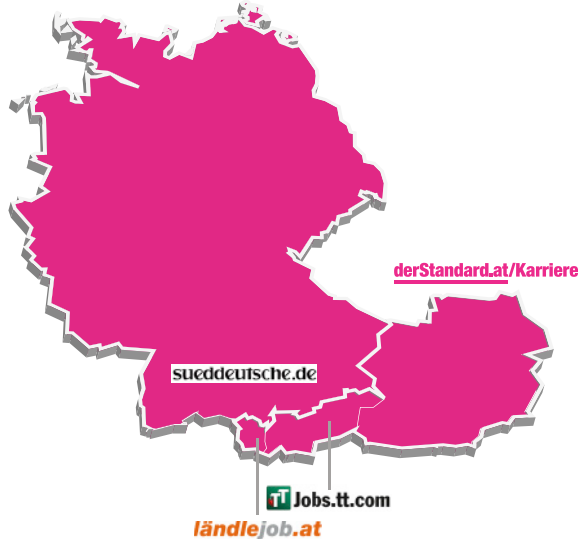
For an automated and convenient transfer of your job post we are happy to offer individual interface solutions. Your job posts will be adopted 4 times a day and presented on derStandard.at/Karriere and, if you wish, on our partner websites (please find our partners on derStandard.at/Netzwerkpartner).

Detailed information upon request.

Increase Your Reach – Online

Media Partnerships

Gain extra reach to find the best quality candidates: By advertising your vacancies in combination with us and one of our regional media partners you can extend your presence to Western Austria and Southern Germany. If you want to aim your vacancies at experienced graduates of technological and natural sciences you may profit from our Tech Partnership. By booking our Med Partnership you will reach a large group of qualified healthcare personnel.



Western Austria

derStandard.at/Karriere
+ laendlejob.at
+ tt.com

€ 999.-

Southern Germany

derStandard.at/Karriere
+ sueddeutsche.de

€ 1,190.-

Regional

derStandard.at/Karriere
+ sueddeutsche.de
+ laendlejob.at
+ tt.com

€ 1,539.-

Tech

derStandard.at/Karriere
+ tucareer.com

€ 760.-

Med-Kombi

derStandard.at/Karriere
+ medcareer.eu
+ docjobs.at
+ nextdoc.at
+ medkarriere.at

€ 850.-

Upon request, you can upgrade a previous booking with a media partnership or extend the publication period.
Publishing Period: derstandard.at/Karriere: 42 days, sueddeutsche.de: 28 days, tt.com: 30 days, laendlejob.at: 28 days, TU Career Center: 42 days, MedCareer/DocJobs: 60 days, Nextdoc/MedKarriere: 112 days

Top Posts



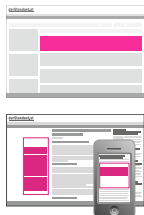
Top Job

290 x 140 pixels (max. 40 kB)

position: homepage Karriere +
ROS* mobile
runtime: 1 week (Sat–Fri)

€ 870.-

The Top Job combines the presentation of vacancies and your employer brand: your image ad on derstandard.at/Karriere (at max. 3 Top Jobs are displayed alternately) is linked to a number of defined or all your current vacancies. Additionally, your Top Job is displayed as Mobile Medium Rectangle ROS* which achieves another 25,000 ad impressions.



Top Listing Plus

position: career search results,
first through third post + ROS*
desktop + mobile
runtime: 1 week (Sat–Fri)

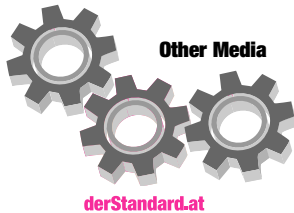
€ 500.-

Top Listings are marked as JOB-TIPP and appear for one week (Sat–Fri) at the top of search results pages on derStandard.at/Karriere (there is a maximum of three Top Listings per job sector). Additionally, your vacancy is displayed for one week ROS* on derStandard.at (desktop and mobile), which achieves another 200,000 ad impressions.

* ROS (Run of Site) means that your campaign evenly targets all pages of our website.

Modular Packages

DER STANDARD



Other Media

derStandard.at

Find the ad solution that best suits your needs: By combining different ad modules from our print and online product range we can optimize your targeting on derStandard.at, on partner sites or in the weekend issue of DER STANDARD. This way you will reach more qualified applicants and increase the attention for your ad/company.

Detailed information and rates upon request.

Employer Branding Online

Company Profile

Strengthen the image of your organization as a „great place to work“: Present all main facts about your company and allow potential applicants to take a look into your venture. Each Company Profile is presented in our career search results (the company logo is depicted in rotation with others) and so enhances awareness of your brand.



Basic

General business information, picture, logo, contact information, social media and Follow Us-links, current vacancies, display of your profile in search results on derStandard.at/Karriere

€ 2,100.-*



Plus

“Basic” package
 + Embedding of awards and certifications, description of special services and benefits
 + Embedding of special print publications
 + Additional contact info, videos, blogs, social media etc.
 + Profile production service

€ 9,900.-



Premium

“Plus” package
 + Full page CareerReport in the career section of the weekend issue (KARRIERENSTANDARD)
 + Image-video production

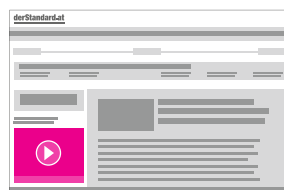
€ 19,900.-

Each Company Profile will be online for 12 months.

* The Company Profile Basic is included in packages from 3 posts up and in all subscriptions.

Image Video

Present your vacancies in a video and offer authentic insights into your company and special working areas. The video is embedded in the left column of your job description site. The respective search result is marked "incl. video" ("mit Video") for additional promotion of the video.



Single Video Post

1 video in one job post

6 weeks

€ 242.-

Video Subscription

1 video in all current job posts

1 month

€ 630.-

3 months

€ 1,550.-

6 months

€ 2,420.-

12 months

€ 3,580.-

All costs for streaming and hosting are included. Additionally, the video may be placed in a Company Profile on derStandard.at/Karriere.

Recruitment Newspaper

	Full page 266 x 420 mm single booking € 14,000.– double booking € 18,000.–		Junior page 176 x 312 mm single booking € 8,000.– double booking € 11,000.–		1/2 page vertical / horizontal v: 131 x 420 mm; h: 266 x 208 mm single booking € 8,000.– double booking € 11,000.–
	1/3 page vertical / horizontal v: 86 x 420 mm; h: 266 x 138 mm single booking € 6,000.– double booking € 7,800.–		1/4 page box / horizontal b: 131 x 208 mm; h: 266 x 103 mm single booking € 4,600.– double booking € 5,900.–		1/6 page vertical / horizontal v: 86 x 208 mm; h: 131 x 138 mm single booking € 3,000.– double booking € 3,900.–
	1/8 page vertical / horizontal v: 86 x 155 mm; h: 131 x 103 mm single booking € 2,200.– double booking € 2,900.–				

Online Extension

Place your vacancy online on derstandard.at/Karriere:
Single Job Post (HTML), online for 6 weeks, no character restrictions

Price per vacancy

€ 487.50*

* Also available for JobSplitter.

Per Column Rates

Single column millimeter (scmm)	Single booking	1x Sat/Sun				€7.40
	Double booking incl. Impact Guarantee	2x Sat/Sun within 3 issues, identical ad copy, booked in advance In case of a very poor response rate the identical ad copy may be republished in the course of 12 weeks (from the first publishing date on) without an extra charge.				€9.50
	Image rate					€14.25
Reply box						€9.–
Column width	1 column	2 columns	3 columns	4 columns	5 columns	6 columns
	41 mm	86 mm	131 mm	176 mm	221 mm	266 mm

Deadlines, Specs & Sizes

Booking / Ad Copy Deadline

Thursday, 6 pm

Publication Date

Saturday/Sunday

Print/Paper

Newspaper offset printing ISO 12647-3, salmon pink newspaper, 45g/m²

Colour Profile

ISOnewspaper26v4

Image Resolution

At least 200 dpi

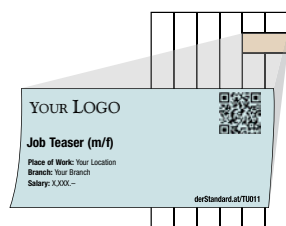
Format

Sheet format 300 mm width x 450 mm height; type area 266 mm width x 420 mm height

Delivery

Digital data only

Template Ads



Job Teaser

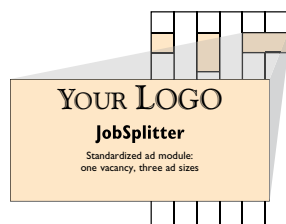
86 x 40 mm

single booking

€ 320.-

The Job Teaser outlines your vacancy in a few words. Applicants will find the full job description via the depicted QR-Code or Short-URL on our career website.

Booking / Ad Copy Deadline: Thursday, 12 pm prior to publication
Bookable only in combination with a valid online job post on derStandard.at/Karriere.
No layout alterations – per Job Teaser only one vacancy permitted.



Job Splitter ("JobSplitter") single

41 x 37 mm

single booking

€ 195.-

Present the main characteristics of your vacancy in a standardized ad module bookable in three sizes (single, double vertical/horizontal) at low rates.

Booking / Ad Copy Deadline: Thursday, 5 pm prior to publication.
No layout alterations – per JobSplitter only one vacancy permitted.

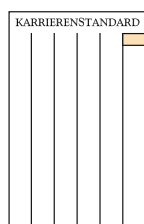
Job Splitter ("JobSplitter") double v/h

41 x 75 mm oder
86 x 37 mm

single booking

€ 320.-

Employer Branding Print



Career Skyline

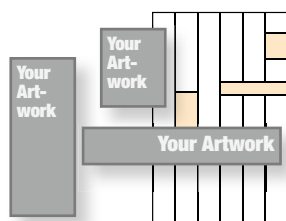
50 x 25 mm

single booking

€ 2,150.-

Set in the top right corner on our career front page (right under the flag) this ad format is an exclusive eye-catcher (only one ad per issue bookable).

Booking / Ad Copy Deadline: Friday, 1 week prior to publication



Career PopUp

41 x 75 mm; 86 x 37 mm;
131 x 25 mm

€ 13,690.-

This ad format sets out to strengthen your brand awareness effectively. Your artwork (consisting of 5 PopUps each week) is placed in five consecutive issues of the KARRIERENSTANDARD in our recruitment section.

Booking / Ad Copy Deadline: Thursday, 5 pm prior to publication



CareerReport

Full page

€ 14,500.-

1/2 page horizontal

€ 8,900.-

1/3 page horizontal*

€ 6,900.-

1/4 page page box

€ 4,900.-

What makes you an attractive employer? This question may be answered in informative texts and interviews about your corporation. Advantages of this ad format: unobtrusive ad-labelling, our look and feel adds an editorial touch to your promotion, the main focus lies on the content.

Booking / Ad Copy Deadline: upon request; availability granted

* Fixed position on career front page
– per issue there is only one 1/3 page CareerReport bookable.

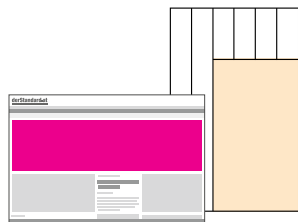
In order to increase the impact of your campaign, please contact us about an online extension of your CareerReport - rates upon request.

Crossmedia Products

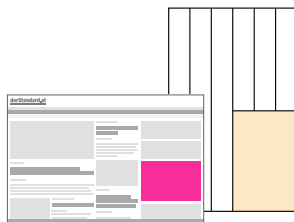
Career Specials

Editorial Career Specials offer an ideal environment for your employer branding campaign: Topics of interest to your clientele guarantee for higher involvement and consequently better reception of your ad. Career Specials are bookable in print and online. Placing your ad in both media channels enhances your reach considerably. All standard ad formats are bookable – availability provided.

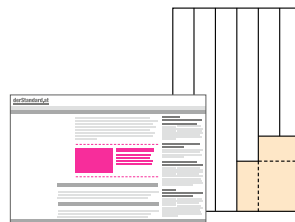
Format Examples:



Billboard Junior page € 50.– CPM
€ 8,000.–



Medium Rectangle 1/4 page € 30.– CPM
€ 4,600.–



Promotion/Sitelink 1/8 page € 23.– CPM
€ 2,200.–

Each Special is published in our weekend issue in the section KARRIERENSTANDARD. Online it will be featured for one week (Sat–Fri) on derStandard.at/Karriere and up to 5 days on the derStandard.at front page.

Assessment of costs is based on our main price list (STD06) – for online ads CPM* rates apply.

Further information and prices upon request.

* CPM: Cost per mille or cost per thousand (CPT). The cost for 1,000 views (= AIs = Ad Impressions) of your advertisement.

Selected Specials are also bookable in combination with the magazine *Computerwelt*.

Delivery of online ads: 5 working days prior to campaign start. We support established picture formats (e.g. .jpg, .gif), HTML5 and SVG.

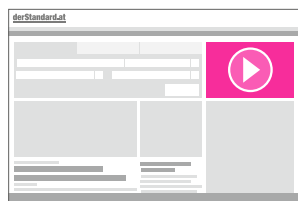
For online ads our visibility guarantee 60/1 – 30 applies.

Ad Copy Deadline Print: 5 working days prior to publication.

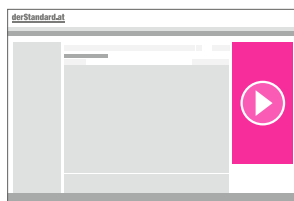
Please find further details on data delivery and technical specifications on derStandard.at/datadelivery.

Career Insights

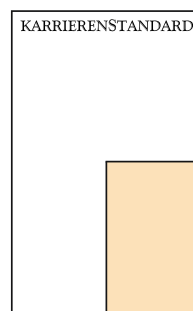
Give emotional insights into the daily working routine of your staff with an audiovisual employee portrait: We produce your image video (HD-quality, max. 3 min), place it prominently on our website and additionally advertise your Career Insights campaign in the newspaper.



Medium Rectangle



Sitebar



1/4 Page Box

Rates

Single video package	€ 7,300.–
3 video package	€ 18,100.–
5 video package	€ 26,960.–
10 video package	€ 43,700.–

Included Services:

- Video development and production by DER STANDARD and 'News on Video', incl. utilization and exploitation rights (excl. TV rights)
- 1/4 page ad on the front page of KARRIERENSTANDARD, incl. QR Code and Short URL.
- Top Job on derStandard.at/Karriere, 1 week, next to job search
- Sitebar next to search results, 1 week
- Medium Rectangle, dynamic/intelligent, 1 week
- Publication on our STANDARD YouTube channel

Each video will be online for one week (Sat–Fri). Packages (from 3 videos up) are valid for 12 months from the publication date of the first video on. Each video – single or packages – will be charged individually after publication. Availability, production times and booking deadlines upon request.

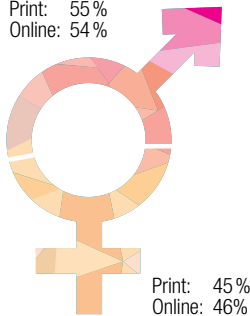
Media Data

Print	Ø Mon–Sat 396,000 readers / issue (5.4 %), Sat 467,000 readers / issue (6.4 %) Ø Mon–Sat 52,000 (15.5 %), Sat 100,000 (30 %) decision makers / issue Ø Mon–Sat 91,000 copies, Sat 134,000 copies (total circulation)	NRS ~ MA 2015 BMRS ~ LAE 2015 ABC ~ OeAK 2 nd half 2015
Online	1.9 million unique users / month (30.6 %) 4.8 million unique clients, 27.1 million visits, 108.4 million page impressions	ÖWA Plus 2015-IV ÖWA Basic 2016/05
Mobile	1,074,000 unique users / month (17.4 %) 3.3 million unique clients, 46.8 million page impressions	ÖWA Plus 2015-IV internal measuring 2016/05

Audience

Gender

Print: 55 %
Online: 54 %



Household income (net)

Print (> EUR 2,700,-): 63 %
Online (> EUR 2,500,-): 53 %



Age 20–39 yr.

Print: 31 %
Online: 46 %

unter 20 yr.

Print: 9 %
Online: 9 %

40–59 yr.

Print: 32 %
Online: 33 %

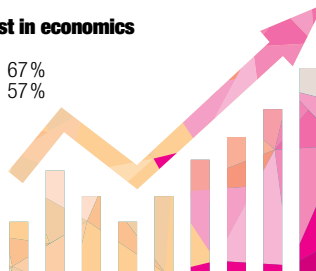
60 yr. and older

Print: 28 %
Online: 12 %



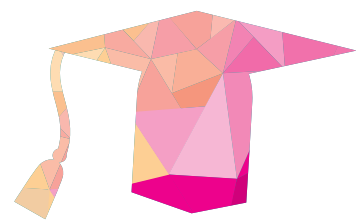
Interest in economics

Print: 67 %
Online: 57 %



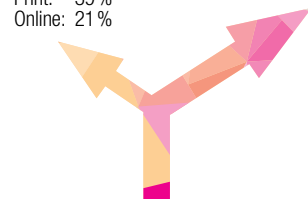
A-levels / Academics

Print: 60 %
Online: 45 %



Decision-makers (self-employed, leading position)

Print: 39 %
Online: 21 %



Source: MA 2015 (Print) respectively ÖWA Plus 2015-IV Network (Online) – structure analysis

More details about DER STANDARD readership studies, see derStandard.at/Mediadaten.

General Information

Contact us

TEAM Recruitment Products
Tel.: +43 1 531 70-717, Fax: DW 9717
inserate@derStandard.at

TEAM Employer Branding Products
Tel.: +43 1 531 70-291, Fax: DW 327
stellenmarkt.anzeigen@derStandard.at

The general terms and conditions of DER STANDARD Verlagsgesellschaft m.b.H., to be viewed on derStandard.at/GTCs, apply. 20 % VAT is applicable on all current rates. 5 % Austrian governmental advertising tax applies to print media. Subject to alterations. Typing and printing errors reserved. Rates for standard advertising products and real estate advertising can be found on derStandard.at/Sales.