

# TorontoJobs.ca

RECRUITMENT | ONLINE JOB BANK | NEWSPAPER | OUTPLACEMENT



DISTRIBUTION • ADVERTISING RATES & SPECS • SERVICE OVERVIEW

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## 2010 TORONTOJOBS.CA MEDIA KIT

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160 TRADERS BOULEVARD EAST SUITE # 101 MISSISSAUGA, ONTARIO L4Z 3K7

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## ABOUT US:

TorontoJobs.ca is the number one source for employment in the Greater Toronto Area. We offer employers the ability to advertise jobs in any position, occupation and industry.

TorontoJobs.ca is the #1 Employment Network in the Greater Toronto Area. With millions of hits each month to our website, thousands of fresh resumes in our database, our Toronto Jobs Employment Newspaper and our Recruitment & Outplacement Services we are:

**“Your One Stop Shop For All Your Recruitment Needs”.**

## OVERVIEW:



**Online Job Board:** Reach a massive audience of skilled, motivated and local job seekers through our online job postings, resume access and other advanced online features.



**Employment Newspaper:** With thousands of copies distributed monthly throughout the GTA, our Toronto Jobs Newspaper is a great way for you to target job and education seekers.



**Recruitment Services:** We can have our Recruitment division help you with your temporary, contract or permanent staffing needs. When your position is harder-to-fill or you don't have time to do it yourself, this method has been a proven method of finding top candidates in the GTA.



**Data Mining:** In this service, we can do any or all of the following: Post the position on our website and/or a number of other websites for maximum exposure, screen applications and send only the best candidates that we've found, or do a prescreen phone interview of the candidates.



**Outplacement Service:** Outplacement assistance is a sound corporate policy to ensure the best possible transition for terminated employees. Reducing stress for all parties involved, minimizing the prospects of lawsuits, and lowering the possibility of negative publicity are all benefits of this important service.

## Frequency + Reach + Target = RESULTS



### See what some of our clients are saying...

#### ...the results speak for themselves

“The site has served us well and we've been able to recruit several employees. We will definitely use you again as the results were extremely good.”

**John, Booster Juice**

“Wow !! ...is all I can say. You provide such great service. I have referred your website to many business partners I work with – telling them about the great service and response I have received.”

**Toronto Airline Company**

“We are a medium sized graphics company in Toronto who is very satisfied with TorontoJobs.ca. We bought an online job posting with TorontoJobs.ca, were able to change the posting three times, and got great people all three times.”

**Toronto Graphic Design Firm**

porter

Collect Com Credit  
Recruitment Management Professionals

Enterprise  
Recruitment  
Pick Enterprise. We'll check you out!

DUNDEEWEALTH

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TorontoJobs.ca

OVERVIEW

# 30 Day Postings



## Post your Position NOW and Reach Thousands of Local Candidates

### Benefits Of Our Online Postings

- The most cost-effective method to target local, motivated job seekers.
- 30 day duration
- Modify or edit your job listing at any time throughout the 30 day period.
- Job categories available for every profession, industry and job level.
- Postings are refreshed every 4 days

### Online Job Posting Rates

POSTING RATES	PRICE	PRICE PER POSTING
Single Job Posting	\$295	N/A
2 Pack of Job Postings	\$395	\$197.50
5 Pack of Job Postings	\$695	\$139.00
10 Pack of Job Postings	\$995	\$99.50
30 Day Unlimited Postings	\$895	N/A



**Custom Packages Available to Meet your Recruitment Needs**



## Resume Database:

Search our resume database for thousands of fresh resumes from local, qualified job seekers throughout the Greater Toronto Area by Keyword, Location, Job Category, Postal Code, etc.

### Resume Database Rates

- 2 Weeks - \$295
- 30 Days - \$395
- 3 Months - \$795
- 6 Months - \$1,195
- 12 Months - \$2,195

### Benefits Of Our Resume Database

- Reduce your hiring time by controlling the amount of resumes you need to review
- A fast and economical way to recruit local, qualified candidates
- Take control of your hiring process

## Other Website Services Include:

- **Featured Employer:** Add extra exposure to your job posting by displaying your logo on our homepage and in the Job Seeker Menu bar on every page of our site. (\$99 / month)
- **Featured Job:** Featured Job Status gives your listing the highest possible visibility and can drastically improve the number of applications you receive (\$49 / month)
- **Banner Advertising:** Banners are available in a wide selection of locations and sizes. (Starting at \$295 / month)
- **Employment Agency Directory:** If your company is a placement agency or hiring firm, you can be listed on the TorontoJobs.ca Employment Agency Directory for an annual fee. (\$199 / year)
- Add HST to all prices shown.

**Combine any of our above website services and receive a 5% Multi-Service Discount**

# TorontoJobs.ca

Our Toronto Jobs Newspaper is what an employment publication should be - jam-packed with real jobs and training opportunities from companies just like yours.

## Where You Can Find Us

- TTC & Go-Station locations
- Job Fairs & Career Events throughout the GTA
- 100's of In-Store Racks, Coffee Shops and more!
- 100's Job Finding Clubs, Career Centres, etc.
- Public Library Locations across the GTA
- Online Exposure at [www.TorontoJobs.ca](http://www.TorontoJobs.ca)
- Additional Locations added monthly!!



Our publication rates are economically priced to appeal to all employers, recruiters, services and schools.

We invite you to share in the success and reach our growing network of job seekers.

## Join In The Success...



## Value Added Services

Free ad design and consultation  
(Conditions Apply)

Thousands of Monthly Readers

Excellent Value, Wide Reach,

Targeted Distribution...

**A BETTER CHOICE!!!**

Hundreds of companies, small and large alike, have turned to our Toronto Jobs Newspaper for their recruitment needs. Each Toronto Jobs Newspaper lists hundreds of real jobs openings and upcoming career & training opportunities throughout the GTA.

# TorontoJobs.ca

## REGULAR AD RATES

AD SIZE	WIDTH & DEPTH	COLOR	GREY
Full Page	10.0" W x 13.921" H	\$995	\$725
Half Page - Vertical	4.917" W x 13.921" H	\$695	\$425
Half Page - Horizontal	10" W x 6.85" H	\$695	\$425
1/4 Page	4.917" W x 6.85" H	\$395	\$325
1/8 Page	4.917" W x 3.375" H	\$295	\$225
1/16 Feature	2.46" W x 3.375" H	N/A	\$150

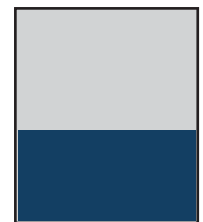
With the purchase of a 1/4 page ad or greater, increase your exposure with a 30 day online job posting for **ONLY \$150**

## PREMIUM AD RATES

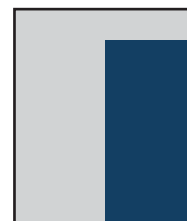
AD SIZE	WIDTH & DEPTH	COLOR	GREY
Back Cover	10.0" W x 13.921" H	\$1,195	N/A
Inside & Back Cover	10.0" W x 13.921" H	\$1,095	N/A
1/4 Page Front	4.917" W x 5.628" H	\$595	N/A
1/8 Page Front	4.917" W x 2.656" H	\$395	N/A
Bottom Banner Front	10" W x 1.515" H	\$495	N/A
2 Page Spread	20"W x 13.921"H	\$1,795	\$1,295



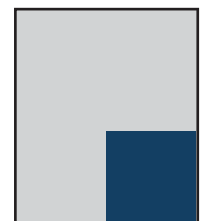
FULL PAGE



HALF PAGE - Horizontal



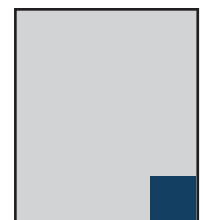
HALF PAGE - Vertical



QUARTER PAGE



1/8th PAGE



1/16th PAGE

### Specifications:

#### Acceptable File Types:

.tif / .eps / .pdf / .psd

#### Color Ads:

CMYK, 300 dpi

#### Greyscale Ads:

CYMK or Greyscale, 300 dpi

### NOTES:

- Please size ads correctly
- Ads do not require bleed
- High Resolution 300 dpi
- Free ad design available with sufficient notice
- Add HST to all prices shown

### BOOK NOW & SAVE!

3 MONTHS - 5%  
 6 MONTHS - 10%  
 9-12 MONTHS - 15%  
 UP FRONT PAYMENT - 5% OFF

# RECRUITMENT SERVICES

r e c r u i t m e n t s e r v i c e s

## PERMANENT & TEMPORARY RECRUITMENT

p e r m a n e n t & t e m p o r a r y r e c r u i t m e n t

TorontoJobs.ca understands your goals objectives and how important it is to source qualified, local candidates in today's fast paced environment.

We concentrate on getting you top candidates. Candidates have been recruited and interviewed by highly experienced Recruitment Managers for skills, personality fit, career aspirations and preferences to ensure that we have found the most appropriate candidates for your needs.

Every client relationship we develop is based on mutual trust, commitment and continuous productivity improvement.

At TorontoJobs.ca our business model is based on our ability to satisfy the needs of our clients by providing high quality candidates through our recruitment process.

## OVERVIEW:

O V E R V I E W :

**We offer a wide range of services that focus on Human Resource Outsourcing, including:**

1. Productivity Objectives
2. Cost Objectives
3. Quality Assurance
4. Key Performance Indicators

**Once we understand your needs, we are able to help achieve your goals and objectives through:**

1. Recruiting
2. Testing
3. Interviewing
4. References
5. Motivating
6. Screening

***We can have our Recruitment Division help you with your temporary, contract or permanent staffing needs that you're looking to fill.***

***Tell us about your company's needs and a consultant will be happy to customize a recruitment plan suited to your unique situation.***

## DATA MINING

d a t a m i n i n g

**In this service, we can do any or all of the following, on an hourly basis:**

- Post the position on our website and/or a number of other websites for maximum exposure – applications will be screened by TorontoJobs.ca (buying this service gives you a free posting(s) on TorontoJobs.ca for all your positions that we're working on).
- Screen applications received from postings and send only the best candidates that we've found. "Data mine" resumes from our website as well as other major job boards to find you candidates that meet your specific search criteria (e.g. "bookkeeper", "\$40,000-\$50,000", "Mississauga")
- Rank resumes for you in any resume portal you might have.
- Send you resumes in Word version with the person's first name and last name as well as the date as the name of the document (or other delivery method that you prefer)
- Review your job description to make sure that you get the best response – we will rewrite your job description to make it as appealing as possible if necessary.
- Do a simple prescreen/phone interview of the candidates and provide you with the relevant information required.
- Advertise your positions at job fairs.



# OUTPLACEMENT SERVICES

o u t p l a c e m e n t s e r v i c e s

*“A Personal Approach to Career Change and Responsible Corporate Image”*

When it's necessary to layoff or terminate an employee, TorontoJobs.ca's Outplacement Services can help to make the transition easier for both the Employer and the departing staff.

## OVERVIEW:

O V E R V I E W :

### What is the Purpose of our Outplacement Services?

Our Outplacement Services are designed to assist companies and individuals in the termination process. These services have been designed to assist companies when:

- Terminating an employee related to individual performance
- Laying off or downsizing staff
- Restructuring

Outplacement assistance is a sound corporate policy to ensure the best possible transition for terminated employees. Reducing stress for all parties involved, minimizing the prospects of lawsuits, and lowering the possibility of negative publicity are all benefits of this important service.

Terminated employees frequently feel a sense of loss and fear of the future. They are unsure of what the next step is and benefit by having professional assistance.

**Our TorontoJobs.ca Outplacement Services can help.**

### Features and Benefits for the Employee(s):

- Resume review and revision
- Cover letter review and revision
- Interviewing techniques
- Interview role plays
- McQuaig personality test
- One-on-one or group coaching (depending on the needs of the employee)
- Customized packages at multiple levels to serve a diverse group of candidates
- A high quality of training and support materials.
- Referrals to experienced financial advisors to ensure their financial well-being.

### Features and Benefits for the Employer

- Employment Standards Act reference material
- Tips on how to effectively terminate
- Referral(s) to a qualified employment lawyer(s) to ensure the termination is handled properly from a legal perspective
- Comfort with the knowledge that your employee will be treated professionally
- Workshops on group transition for remaining employees

### Why Should I Choose TorontoJobs.ca Outplacement Services?

**The strength of our TorontoJobs.ca brand:** By using TorontoJobs.ca Outplacement services you and the terminated employee(s) are taking advantage of our knowledge of the Greater Toronto Area job market gained by years of experience.

**We know what employers are looking for:** With the excellent reputation of our TorontoJobs.ca employment services, we are extremely familiar with what employers are looking for in staff. As such, we can help employees ensure their target job search is in line with what is needed in the job market in the Greater Toronto Area.

**Our Experienced Coaches:** TorontoJobs.ca Outplacement Services has engaged some of the best coaches in the Greater Toronto Area. These coaches have collectively been in the coaching industry for many years and have assisted thousands of employees with their job search.



### Benefits to the Terminated Employee:

**Transition:** Our Outplacement Service can provide a sense of direction for your terminated employee(s) and help to alleviate a sense of resentment the employee may have towards your company.

**Empowering Displaced Employees:** Our Outplacement service can ease the transition process by providing displaced employee(s) with a strong career management plan and the job search tools needed to successfully pursue a new job.

**Emotional Support:** We can assist the employee(s) to take proactive steps to work positively towards the next stage in their careers. The employee may feel displaced and frustrated and our service can help to alleviate some of those feelings.

Phone: 905-566-JOBS (5627) ext. 2873

Toll Free: 1-866-486-JOBS

Fax: 905-566-1179

Email: outplacement@TorontoJobs.ca

**TorontoJobs.ca**

OUTPLACEMENT