

HEARST media services

PUT OUR RECRUITMENT EXPERTS TO WORK FOR YOU

UNMATCHED MARKET REACH

- Chron.com is the #1 local Web site and chron.com/jobs is the top spot for local job seekers, averaging more than 4 million Employment page views, 150,000 unique visitors and 4,000 jobs each month.
- Harnessing America's second-largest online recruitment tool, Yahoo! HotJobs, brings leading search-and-match technology to the table, whether your search is national, local or driven by keyword, location, industry/occupation or online behavior. Yahoo! HotJobs received 17.3 million unique visitors in January 2009. And 9.8 million of them used ONLY Yahoo! HotJobs as their recruitment Web site.
- The Sunday Houston Chronicle reaches 1.7 million readers, and the daily Chronicle reaches 1.1 million.

Source: 2009 Scarborough Report; Yahoo! HotJobs! Reporting, October 2009; Houston Chronicle CASH Report, March 2009

UNMATCHED PRODUCTS

Yahoo!HotJobs

Job Slots – This exclusive product allows you to get the visibility you need (refresh your posting date) and the flexibility you want (reuse and rotate your listings at any time).

Job Posts – Choose 30- or 60-day postings and use them at any point over the next 12 months.

Resumé Database Access – Get immediate access to millions of candidates with the ability to search by keyword, experience, job preference, salary, work authorization and more!

Media Products – Target active and passive job seekers using banners on the HotJobs home page (Now Hiring) and search results pages (Premium Placement).

HotJobs Direct – Target qualified, passive candidates who are Yahoo!-registered users with a customized e-mail campaign.

chron.com

Behavioral Targeting – Banners are delivered to users anywhere on the Yahoo! network who have demonstrated an interest in employment-related information. Interest is targeted through searches and clicks, relevant pages viewed and/or advertising clicked during the time horizon defined uniquely for this category.

High-Impact Rich Media (HIRM) includes animated flash ads, video ads, index-page watermarks, peelbacks, sliding billboards and floating banners.

Video Employer Profiles allow you to deliver your company's story to potential candidates using a professionally produced video that can be viewed on the chron.com/jobs page, your own employment page and youtube.com. All profiles are optimized to appear in the top search engine organic listings.

Flyerboards are online bulletin boards where you can post an employment display ad that allows candidates to respond or share the ad with other potential candidates.

Search Engine Marketing – We build keyword lists and text ads based on your business and submit to major search engines (Google, Yahoo! Bing and ASK). Potential customers can click through to your Web site when they see your ad during a search. You pay based on clicks.

Social Media Advertising – Chron.com partners with top social media companies Facebook and LinkedIn so that our customers can be part of the conversation rather than sideline observers.

Print Advertising

- The Jobs Section** – Employers rely on our Sunday and Wednesday Jobs sections to reach the best potential employees among our million-plus readers.
- Main News, Sports, Business** and the **Star** section offer great places to behaviorally target readers who are also active and passive job seekers.
- La Voz**, our Spanish-language publication, reaches targeted households every Sunday.
- Neighborhood News** allows you to be hyper-local with your recruitment message in 14 Houston-area zones every Sunday.
- Spotlight Sections** – These industry-specific Jobs sections provide focused employment content and advertising opportunities in key industries, including engineering and health care.
- Post-It Notes, polybags and inserts** are eye-catching ways to get candidates' attention on specific days.
- Direct Mail** – The Chronicle offers a turnkey direct mail program second to none.

Industry-Specific Job Fairs

- **Engineering/Oil & Gas/Technology Job Fairs**
- **Health Care Job Fairs**
- **Professional/General Job Fairs**

Throughout the year, our industry-specific and general Job Fairs give exhibitors in vital Houston industries an opportunity to meet dozens of candidates face-to-face.

TESTIMONIALS

- “There is no way we would be able to leverage SEM effectively without the Houston Chronicle.”*
Terri Carter, HR Director, St. Luke’s Episcopal Hospital
- “... H-E-B was very impressed with the response to the banner campaign we recently scheduled. Their newest, most diverse and “freshest” store, at Buffalo Speedway, is only hiring the cream of the crop for this high-end location, and the Chronicle delivered! We will continue to purchase banner ads, along with print, for each new store opening in Houston.”*
Jason Terrell, Director of Operations, Sage Group Advertising
- “By including Yahoo! HotJobs’ extensive suite of products into the recruitment plan, we were able to target, and reach, qualified candidates for a variety of positions ... and allowed HCA Houston to reach candidates in multiple locations outside of our own market in a cost-effective manner ...”*
Kristin Shelley, JWT Specialized Communications
- “We took advantage of the Yahoo! online package for posting jobs and searching resumes and it has helped us to reduce our recruitment advertising budget significantly over the last year. We post jobs frequently in the Houston Chronicle because of the value and audience reached ...”*
Rita Villanueva, Human Resource Director, The Children’s Museum of Houston

TO HARNESS THE POWER OF THESE MULTIPLE-MEDIA RECRUITMENT PRODUCTS TODAY, CONTACT YOUR HOUSTON CHRONICLE ACCOUNT EXECUTIVE OR JOHN SAUER AT 713-362-6830 OR JOHN.SAUER@CHRON.COM.

HOUSTON CHRONICLE | chron.com/jobs

SEARCH: 11,200
 ADVERTISING SECTION: 713.324.6866

YAHOO! hotjobs 4,510

NEW BEGINNINGS

A Section Makeover Made-to-Order

Welcome to the Houston Chronicle's industry new and improved Employment section. While you're looking for your next job, we've taken the time to make sure you have the best possible experience. We've redesigned the site to be more user-friendly and easier to navigate. We've also added a new section for you to find the jobs you're looking for. We've also added a new section for you to find the jobs you're looking for. We've also added a new section for you to find the jobs you're looking for.

HOTFACTS
 by Yahoo! HotJobs

68%
 of website traffic affects chance of a promotion.

Promote yourself to a new job using chron.com/jobs

Saudi Aramco Job Fair

adventure
 growth
 reward

#1 job fair