LOCAL IS NATIONAL.

We deliver the stories within the story.
ONE NETWORK. MANY VOICES.

Newly added markets to the USA TODAY NETWORK
Source: February, 2018 comScore Data

1.8 Billion
User monthly minutes

110
Media organizations around the nation

50.1%
The USA TODAY NETWORK reaches 50.1% of the U.S. online internet population

128 Million
Unique monthly users
BROADEN YOUR REACH.
From hyper-targeting to the wide-spread masses.

CLASSIFIED ADVERTISING
110 newspapers in local communities across the United States

DIGITAL ADVERTISING
Our websites are top online and mobile sources for local news & information

CUSTOMER SERVICE
Dedicated team assigned to you that understand the market and can be reached via phone or email

JOB BOARDS
Programmatic solution that targets matched candidates, plus access to industry-specific boards

DIGITAL MARKETING
> Social media management
> Web development
> Email campaigns
> Programmatic

PARTNERSHIPS
Recognized by Google & Facebook as premier partners

Cheryl McDonnell | 515-238-5148 | cmcdonnell@gannett.com
For Inquiries and posting requests contact:
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515.238.5148 | cmcdonnell@registermedia.com
Jessica Davis
888.986.9835 | jdavis5@gannett.com

PRINT ADS

QUARTER PAGE 2X4 3X5

IOWA STATE UNIVERSITY

Job Title Goes Here, Department Name
College Name City, State

Job Description Goes Here. To apply, visit iastatejobs.com
Vacancy ID#000000

IOWA STATE UNIVERSITY

Job Title Goes Here, Department Name
College Name City, State

Job Description Goes Here. To apply, visit iastatejobs.com
Vacancy ID#000000

IOWA STATE UNIVERSITY

Job Title Goes Here, Department Name
College Name City, State

Job Description Goes Here. To apply, visit iastatejobs.com
Vacancy ID#000000

PRINT ADS ONLY - NO PACKAGE

Sizes Des Moines Register Iowa City Press Citizen
2x3 Print Only $720 $630
2x4 Print Only $960 $840
3x5 Print Only $1,350 $977
Quarter Page $2,160 $1,260

RECOMMENDED ALA CARTE PACKAGES

Packages Des Moines Register Iowa City Press Citizen
Ultimate Package $1,854 $1,269
(Quarter Page Package (Print + Banners), TTR w/Performance Boost)
Gold Package $1,328 $1,085
(3x5 Package (Print + Banners), TTR w/Performance Boost)
Silver Package $1,074 $996
(2x4 Package (Print + Banners), TTR w/Performance Boost)
Bronze Package $918 $860
(2x3 Package (Print + Banners), TTR w/Performance Boost)

THE JOB NETWORK
POSTING OPTIONS

Single Postings w/Performance Boost $150*
Single Postings w/Performance & Social Boosts $200*
Single Postings w/Performance Boost &
Social Boost & Diversity Boost $250*
Add Resume Boost $100
Add Video Clip $150
Featured Employer on DM Register Page $1260 per logo

DIGITAL BANNERS

All sizes will run when running digital banners on desktop/mobile

---

*The ad sizes are not to scale.
Digital Ad Examples—Desktop and Mobile

26,000 estimated impressions for 2 weeks
HIRE FASTER, BETTER & FOR LESS

A PERFORMANCE-BASED JOB POSTING THAT REACHES QUALIFIED TALENT ACROSS THE WEB!

One Post — Hundreds of Job Sites
With our Total Talent Reach™ posting, you no longer need to worry about where to post your job to connect with the best candidates. Our platform transforms your job posting into a fully automated ad distribution campaign that targets relevant job seekers across hundreds of leading national, industry-specific, and local job sites across the USA TODAY NETWORK and beyond. Our job-level campaign management technology works around the clock to make sure your ad is getting the maximum response possible so you can hire faster with much less effort and cost.

JOBS POSTED ON USA TODAY AND OUR LOCAL SITES
WE ANALYZE AND IDENTIFY THE BEST SITES FOR YOUR JOB

KEY BENEFITS
• Your posting is promoted on hundreds of relevant national, local, and niche job sites
• Our system optimizes and monitors your posting performance to deliver more applications in less time
• Our technology grades and ranks applicants based on your specific job requirements

NATIONAL SITES
INDUSTRY SITES
LOCAL SITES
MATCH ALERTS
TURBOCHARGE YOUR JOB POSTING

A PERFORMANCE UPGRADE THAT DELIVERS MORE QUALIFIED APPLICANTS WHEN YOU NEED THEM MOST

Up To 50% More Traffic To Your Job Posting

Sometimes, a little extra effort is needed to get the job done. The same applies when searching for top talent in today’s competitive job market, especially for hard-to-fill roles or when the candidates you want are in high demand. In situations like these, your posting’s performance may need a boost to deliver the applicants you want in less time.

With Performance Boost, your Total Talent Reach™ posting goes into overdrive to deliver more applicants fast. Your job’s distribution campaign budget is automatically increased and a more aggressive cost-per-click bidding strategy is activated to boost your posting’s exposure to job seekers that are hard to find or in high demand.

KEY BENEFITS

- Offers additional exposure to candidates that are in high demand or hard to find
- Helps fill the applicant funnel faster so you can reduce your time to hire
- Puts you in control so you can accelerate your sourcing when needed
LEAVE THE HASHTAGS TO US

AMPLIFY YOUR RECRUITING AND CONNECT WITH PASSIVE CANDIDATES USING SOCIAL MEDIA

Nearly two-thirds of all adults in the U.S. use social networking sites, where they spend almost two hours per day on average.

For recruiting, that is one massive audience that should not be overlooked. Social Boost is the easy and effective way to get your job in front of relevant passive candidates on social media and persuade them to apply.

Social Boost automatically targets relevant users on Facebook® using profile data, interests, and location, and then promotes your job as a Facebook ad directly in their feeds. In addition, Social Boost tweets your job, hashtags and all, across relevant career channels on Twitter®, and it also posts your job in the social areas on Glassdoor®.

**KEY BENEFITS**

- Offers vast reach to relevant passive candidates where they spend their time online
- Generates more qualified applicant response through sophisticated targeting
- Connects with the next generation of job seekers who search for jobs differently
- Provides additional engagement for your job with likes, shares, and retweets
BROADEN YOUR HIRING SPECTRUM
AND LET JOB SEEKERS KNOW YOUR COMPANY EMBRACES DIVERSITY

67% Of Job Seekers Consider It Important That The Company Has A Diverse Workforce When Evaluating Employers

Our Diversity Boost on The Job Network ensures your open positions are visible to a diverse pool of job seekers. It’s an easy way to diversify your company workforce and helps you meet hiring guidelines and requirements.

Diversity Boost distributes your job to leading diversity-oriented job sites and optimizes and campaigns it on job aggregator sites for additional exposure. In addition, your job posting receives a distinctive diversity icon, making it easy for potential candidates to recognize your diversified hiring campaign.

KEY BENEFITS

- Reaches a broad spectrum of diverse candidates on leading diversity sites and aggregator sites
  - Showcase your company’s commitment to inclusion
  - Helps your company comply with mandates related to hiring

DIVERSITYWORKMATCH | DIVERSITY.COM | HISPANIC JOBS | HEALTHEDIVERSITY
SENIORS4HIRE | VETJOBS | HEALTHEDIVERSITY
GET MATCHED TO PASSIVE CANDIDATES IN AN INSTANT

SAVE TIME AND ALLEVIATE THE HEADACHES AND HASSLE ASSOCIATED WITH RESUME DATABASE SEARCHING

Qualified Candidates Delivered Instantly

The perfect candidate may not be actively looking for a new job, but that doesn’t mean you have to spend all your valuable time searching for a needle in a haystack. Candidate Resume Boost makes finding the most qualified passive job seekers fast & easy, without all the hassle of an online search.

When you add Candidate Resume Boost to your Total Talent Reach™ posting on The Job Network, our real-time job matching technology identifies qualified candidates from our resume database who are a match for the job and delivers them instantly to your employer account, ranked by match score so you can focus on the best matches first.

KEY BENEFITS

• Instantly view qualified local, regional, and national candidates
• Easily view resumes and communicate directly with a click to get them to apply
• Highly-accurate and always up-to-date match scores
• One-click access to view resume matches from Indeed® and relevant LinkedIn® profiles based on your job type and location*

*There is no charge to view resumes from Indeed or LinkedIn public profiles but these sites may charge a fee to contact the candidates directly.
FEATURED EMPLOYER
Featured Employers promotes your employment brand directly on our job site home page linking to a customizable employer landing page with detailed company information and links to all your active job postings.

VIDEO JOB CLIP
We turn your job posting into a short, captivating animated video to drive more interest and applications to your job posting.
<table>
<thead>
<tr>
<th>Job Title</th>
<th>Location</th>
<th>Job Status</th>
<th>Views</th>
<th>Apply Clicks</th>
<th>Applicants</th>
<th>Database Matches</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll Specialist</td>
<td>Ames, IA (50011)</td>
<td>Active</td>
<td>16</td>
<td>8</td>
<td>N/A</td>
<td>103</td>
<td></td>
</tr>
<tr>
<td>Clerk II</td>
<td>Ames, IA</td>
<td>Expired</td>
<td>91</td>
<td>61</td>
<td>N/A</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Project Engineer</td>
<td>Ames, IA</td>
<td>Expired</td>
<td>79</td>
<td>15</td>
<td>N/A</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Accountant II</td>
<td>Ames, IA</td>
<td>Expired</td>
<td>81</td>
<td>17</td>
<td>N/A</td>
<td>74</td>
<td></td>
</tr>
</tbody>
</table>

**Job Performance For: Payroll Specialist**

**Activation Date:** April 2, 2018

- **Views:** 16
- **Apply Clicks:** 8
- **Applicants:** N/A

50% Click Through Rate

% Conversion is Unavailable

Views represents the total number of times your job posting has been viewed across our network.

Applicants data is unavailable since we are redirecting job seekers to apply on your site.

Download best practices for better performing job ads

*View counts may not be final while job is still active.
Payroll Specialist, Ames, IA (50011) Live within 60 miles

Your Candidates:
0 Total Applicants (0 Deleted) | 103 Database Matches

You’ll be notified when you receive applicants

<table>
<thead>
<tr>
<th>Candidate Name</th>
<th>Match Level</th>
<th>Candidate Type</th>
<th>Candidate Location</th>
<th>Recruiting Status</th>
<th>Notes</th>
<th>Mail (5)</th>
<th>Resume</th>
</tr>
</thead>
<tbody>
<tr>
<td>S. Francis</td>
<td>Database</td>
<td>Ames, IA (50011)</td>
<td>Screening</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Clark-Finch</td>
<td>Database</td>
<td>Kelley, IA (50134)</td>
<td>Screening</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Bergert</td>
<td>Database</td>
<td>Humboldt, IA (50548)</td>
<td>Screening</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P. Hansen</td>
<td>Database</td>
<td>Ames, IA (50010)</td>
<td>Screening</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>A. Mouram</td>
<td>Database</td>
<td>Van Meter, IA (50010)</td>
<td>Screening</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You’ll be notified when candidates apply.
Purchase a Resume Viewing Package to access more matching resumes from our database.

Job Performance For: Payroll Specialist  Active
Activation Date: April 2, 2018

Your job posting has been campaigned on the following channels

<table>
<thead>
<tr>
<th>Category</th>
<th>Sites</th>
<th>% From Total Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>404</td>
<td>85.96%</td>
</tr>
<tr>
<td>National</td>
<td>51</td>
<td>10.85%</td>
</tr>
<tr>
<td>Industry</td>
<td>15</td>
<td>3.19%</td>
</tr>
<tr>
<td>Diversity</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Social &amp; Specialty</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>470</td>
<td>100%</td>
</tr>
</tbody>
</table>

# of invite to apply emails sent: N/A
How would you like to target job candidates around a local university, or perhaps at a trade show or a local sporting event?

Our new digital recruiting tool called Geo-Fencing can help you do just that! Geo-Fencing is a technology that uses GPS software on mobile devices to allow you to advertise your job openings to a specific audience in a very specific location.

**HOW IT WORKS:**

1. We work with you to establish a Geo-Fence around a location (the geographic areas you wish to target) and around your business’ location.

2. When someone with a mobile device enters the Geo-Fence zone, they will be targeted with your digital recruitment ad from that moment and for up to 30 days after they have left the zone.

The technology can also track if job candidates visit your business’ location after they’ve entered a targeted zone, allowing you to track conversions on your recruitment ad!

**BENEFITS OF GEO-FENCING**

- Allows employers to reach a wide audience that is concentrated in a specific location, like near a company’s office or around a college or event venue.

- Geo-Fence boundaries are customizable in size and can be set up for multiple locations at one time.

- For highly competitive fields, employers can even target areas around a competitor’s location or event, giving them an edge in recruiting candidates with specific skills.

- Allows companies to attract job candidates at a specific time, such as during a major sporting event or an annual convention.

Our special partnerships through the USA TODAY NETWORK allows us to accurately and effectively place these targeted ads in front of potential future employees for your company. Contact us today to learn more about this great opportunity to modernize and improve your ability to hire quality employees.
A TEAM OF INNOVATORS.

DIGITAL ADVERTISING

- **ReachSearch™**: Search advertising that gets you leads from consumers who are ready to buy.
- **ReachSocial Ads™**: Mobile and desktop Facebook advertising that drives awareness, engagement, and leads.
- **ReachRetargeting™**: Retargeting advertising that keeps you top of mind with consumers who visit your website.
- **ReachDisplay™**: Display advertising that builds brand awareness with your target consumers online.
- **ReachDisplay GeoFence**: Precise location-based mobile ads target consumers based on their proximity to a specified location.

WEB PRESENCE

- **ReachSEO™**: Advanced local SEO that increases search visibility and drives more site visits.
- **ReachListings™**: Optimized and managed local directory listings that drive leads from local search and maps.
- **ReachSite™**: Mobile-responsive website that captures more leads and comes bundled with ReachEdge™ software.
- **ReachCast™**: Web presence and content marketing that improves your brand’s visibility and reputation online.
- **TotalLiveChat™**: Live chat service that helps you get more leads from your website.

REACHEDGE™ SOFTWARE

- **Lead Management**: Centralized lead inbox showing calls, emails, forms, and chats, enabling you to manage leads and respond quickly.
- **Marketing Automation**: Customized marketing emails and team communication tools sent automatically to help you earn more sales.
- **Analytics**: Easy-to-read online reports that show you leads by marketing source, like search advertising and SEO.

Cheryl McDonnell | 515-238-5148 | cmcdonnell@gannett.com
We are part of the USA TODAY NETWORK - a partnership of 110 local media outlets across the country that connects with nearly 128 million people nationwide every month. This collaboration allows us to offer the latest digital recruiting solutions - from online advertising and job boards to social media and search engine optimization - and gives us the ability to help companies from all industries attract job candidates from a wide range of local and regional audiences.