



**MEDIAKIT**

**2011**





## Area of Focus:

Established in 1997, BAJobs.com (Digital Jobs, Inc. dba BAJobs) has become a staple for both Bay Area employers and job seekers. The formula for our success is pretty simple. Early on, we recognized the growing utility and popularity of the web as a recruiting medium. We combined this knowledge with the simple fact that hiring takes place at the local level. Thus, the concept of a local web site focused on the Bay Area employment market was born. BAJobs.com is designed and maintained with three primary guiding principles:

- **EASE-OF-USE:** The site is intuitive, straightforward and easy to use.
- **QUALITY:** The site deploys state-of-the-art navigation, functionality and user interface, and contains fresh, accurate, and useful features and content.
- **EFFECTIVENESS:** The site has undergone several major upgrades to ensure it remains a valuable and effective resource for both Bay Area job seekers and employers alike. Our development and marketing teams work hard to stay abreast of job site best practices to ensure a successful experience for both employers and job seekers.

Our business has evolved and changed dramatically over the last decade. During this time, we've listened to you, and learned what you want (and don't want) in a local online employment resource. We've taken this knowledge, identified the key functionality and features that are the most useful, and built them into the most recent release of our site.

## Our Audience:



**41%** are currently employed, but looking for a better opportunity

**59%** have extensive experience or greater

**58%** have a Bachelor's degree or higher

Closeness to home is their **third most important factor** in selecting a job, after type of work and rate of pay.

**Job seekers are well represented across all sectors**, but have high concentration in Administrative, Customer Service, Accounting and Education.

Our audience is well-represented across racial, gender and educational lines, **making BAJobs.com a perfect resource for diversity hiring requirements.**

## Around 22,500 unique visitors per month

Get fantastic job exposure with **BAJobs.com!**



## Job Posting Costs:

### Price per posting:

1 Job	2-4	5-9	10-19	> 20
\$175.00	\$160.00	\$150.00	\$140.00	please call

### Here is how it works:

- Each job posting can contain only one job description and/or title.
- All packages are valid for one year from the date of purchase.
- All packages with 5 or more job postings include UNLIMITED access to the BAJobs.com Resume Database for 30 days, meaning all your recruiters will have access. (Resume Database access granted after you send an activation request to BAJobs.com during regularly scheduled working hours.)
- Each job posting is posted on BAJobs.com for 30 days.
- All postings include Search Engine Optimization – Reach the job seekers in a brand new way – directly through search engines! In today's job seeking environment, potential candidates are frequently searching for jobs over search engines. With specialized keywords embedded in your job ad, your postings will feature high on organic search results. When job seekers search for openings in their area, they'll be taken directly to your posting, not to another search page like many job aggregators.
- Job postings go live within four hours of being posted, 24-hours a day.

## Enhanced Branding Opportunities:

	Weekly	Monthly	Two Month	Four Month	Six Month	Year Long
Home Page Advertorial (225x234)	\$825	\$2,805 (15% discount)	\$5,280 (20% discount)	\$9,900 (25 % discount)	\$13,860 (30% discount)	\$25,740 (35% discount)
Home Page Banner (468x60)	\$660	\$2,244 (15% discount)	\$4,224 (20% discount)	\$7,920 (25 % discount)	\$11,088 (30% discount)	\$20,592 (35% discount)
Home Page Tile	N/A	N/A	N/A	N/A	N/A	\$12,000
Search Page Banner (468x60)	\$126.50 or five for \$550	\$1,870 (15% discount)	\$3,520 (20% discount)	\$6,600 (25 % discount)	\$9,240 (30% discount)	\$17,160 (35% discount)

Prices subject to change. Call 408-454-2220 for current pricing.



## Other Job Posting Services:

Need some help writing a more compelling job description, or creating a slick looking HTML template to make your job posting(s) stand apart from the clutter? Interested in attracting a bigger, better response and/or more exposure to your company's hiring needs through banner advertising, broadcast radio, outdoor billboards, etc? Give us a call at (408) 454-2220 or email us at [bajobs\\_sales@ckrinteractive.com](mailto:bajobs_sales@ckrinteractive.com) for more information on how our team of posting experts can help your job posting stand out.

## Featured Employer:

Do you have a large number of jobs to post to BAJobs.com? Are you interested in having your entire catalogue of San Francisco Bay Area based positions added to BAJobs.com automatically? With the featured employer plan, we're making it simple to get your jobs on BAJobs.com and giving you incredible opportunities to reach local job seekers. Become a featured employer today and you'll get:

- **Unlimited postings** – This will include wrapping your jobs so that postings are automatically updated on BAJobs.com. With an open rate of \$175 per job, an unlimited posting package represents an incredible cost savings. Our automatic sweep of your compatible ATS means that it'll be effortless for you to keep your BAJobs.com feed current.
- **Annual homepage featured employer logo tile** – Advertise all your open positions at once with a featured employer tile. Your company's logo will be featured prominently on the front page and when clicked will take job seekers to a page containing all of your jobs. A \$12,000 value!
- **Front page banner space** – With exclusive placement for one week, each of these animated banners are a great way to enhance your job posting campaign. You can use all four banners at once or spread them out over a year. Advertise an upcoming event, or draw visitors directly to your employer page. A \$2,640 value!
- **Discounted Enhanced Branding** – For the length of your contract, get 10% off all of our enhanced branding opportunities. Placement on the home page or on search results is more affordable than ever for our featured employers.

## Agency Commission:

BAJobs.com gives a 15% commission for all job postings and enhanced branding packages paid by invoice. E-mail [bajobs\\_sales@ckrinteractive.com](mailto:bajobs_sales@ckrinteractive.com) for more details.

## Non-Profit discount:

BAJobs.com gives registered non-profit organizations a 15% discount for all job postings and enhanced branding packages paid by invoice. E-mail [bajobs\\_sales@ckrinteractive.com](mailto:bajobs_sales@ckrinteractive.com) for more details on how to take advantage of this special offer.

Wednesday, Dec 22nd, 2014

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we'll hook you up!

SEARCH RESULTS

Refine Search with Additional Key Words

SEARCH

by company: by category: by location:

Date	Job Title	Company	Location (City or ZIP)	Flag
12/17/2014	Buyer, Material Supply Coordinator	Luffhansa Technik Component Services	Burlingame	<input type="checkbox"/>
12/08/2014	Sales Support Assistant	Bechtel Laboratories Inc.	Berkeley	<input type="checkbox"/>
12/16/2014	Security Professional	Whelan Security	Oakland	<input type="checkbox"/>
12/16/2014	Records Associate	Williams Lea	San Francisco	<input type="checkbox"/>
12/16/2014	Customer Relations Manager, Alternative Channels Business	Del Monte Foods Company	San Francisco	<input type="checkbox"/>
12/16/2014	Print & Terminate Control Technician	Orion Pest Control	Hayward	<input type="checkbox"/>
12/16/2014	Return Agent	Dollar Thrifty Automotive Group, Inc.	Oakland	<input type="checkbox"/>
12/16/2014	AV/VA Independent Sales Representative	Avon Products	San Jose	<input type="checkbox"/>
12/16/2014	Office Services Associate	Williams Lea	Palo Alto	<input type="checkbox"/>
12/16/2014	Return Agent	Dollar Thrifty Automotive Group, Inc.	San Francisco	<input type="checkbox"/>
12/16/2014	Program Manager	Verity, Inc.	Francisco	<input type="checkbox"/>
12/16/2014	Service Customer Relations Manager	Del Monte Foods Company	San Francisco	<input type="checkbox"/>
12/16/2014	Technical Support Engineer - Clearwell Systems	Clearwell Systems	Mountain View	<input type="checkbox"/>
12/16/2014	Records Assistant (Event)	ABC SIMPLEX COMPANY	San Francisco	<input type="checkbox"/>
12/16/2014	Service Financial Analyst - Pet Food	Del Monte Foods Company	San Francisco	<input type="checkbox"/>
12/16/2014	Product Yield Engineer	Millm Inc.	San Jose	<input type="checkbox"/>
12/16/2014	Hourly/By Associate	Williams Lea	Menlo Park	<input type="checkbox"/>
12/16/2014	Records Associate	Williams Lea	San Francisco	<input type="checkbox"/>
12/16/2014	Customer Care Professional/Receptional Needled	Dean Fiber Glass	San Francisco	<input type="checkbox"/>
12/16/2014	Rental Sales Agent	Dollar Thrifty Automotive Group, Inc.	San Francisco	<input type="checkbox"/>
12/16/2014	Financial Service Supervisor	HyPoint CU	Santa Clara	<input type="checkbox"/>
12/16/2014	Service Financial Analyst - Competitive Insights/MVC	Del Monte Foods Company	San Francisco	<input type="checkbox"/>
12/16/2014	System Engineer/ Customer Technical Specialist	OpSource, Inc.	Santa Clara	<input type="checkbox"/>
12/16/2014	Customer Service/Traffic Representative	Servio	South San Francisco	<input type="checkbox"/>
12/16/2014	Customer Support Specialist - Tier 1	Interact Corporation	San Jose	<input type="checkbox"/>

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