

	La Crosse Tribune Media Advertisements Option 1: (Print & Digital)	La Crosse Tribune Media Advertisements Option 2: (Print & Digital)	La Crosse Tribune Media Advertisements Option 3: (Print & Digital)	La Crosse Tribune Media Advertisements Option 4: (Print & Digital)	Option 5 (Targeted Digital Only)	Option 6 (Targeted Digital Only)
Summary	This advertisement purchase includes both print and digital media. This selection is good for positions that are seeking a local or regional candidate that may use more traditional methods of seeking employment.	This advertisement purchase includes both print and digital media. This selection is good for positions that are seeking a local or regional candidate that may use more traditional methods of seeking employment while also targeting candidates that may utilize social media.	Blending both print and digital, this option includes a higher budget with Max Recruit Gold and includes a higher budget with Sponsored Diamond Facebook ad	Blending both print and digital, this option includes higher reach with Max Recruit Gold and includes a higher reach with Sponsored Diamond Facebook ad. Includes Targeted Email blasts to La Crosse and Winona	Digital Only campaign includes Max Recruit Gold for higher reach, Display ads for audience targeting, Facebook Ad launched through UW-La Crosse Facebook Handle	Digital Only campaign includes Max Recruit Gold for higher reach, Display ads for audience targeting, and Sponsored Platinum Facebook ad
In Print Details	2 Saturday prints of a 2" x 4" Color Display Ad in the La Crosse Tribune Classified Edition.	2 Saturday prints of a 2" x 4" Color Display Ad in the La Crosse Tribune Classified Edition.	2 Saturday prints of a 2" x 4" Color Display Ad in the La Crosse Tribune Classified Edition. And 2 Saturday prints of a 2" x 4" Color Display Ad in the Winona Daily News Classified Edition.	2 Saturday prints of a 2" x 5" Color Display Ad in the La Crosse Tribune Classified Edition. And 2 Saturday prints of a 2" x 5" Color Display Ad in the Winona Daily News Classified Edition.		
Online Job Posting Summary	30 Day Job Posting on LaCrosseTribue.com and Max Recruit network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired. *Featured Job	30 Day Job Posting on LaCrosseTribue.com and Max Recruit network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired. *Featured Job	30 Day Job Posting on LaCrosseTribue.com and Max Recruit GOLD network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired. *Featured Job	30 Day Job Posting on LaCrosseTribue.com and Max Recruit GOLD network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired. *Featured Job	30 Day Job Posting on LaCrosseTribue.com and Max Recruit GOLD network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired. *Featured Job	30 Day Job Posting on LaCrosseTribue.com and Max Recruit network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired. *Featured Job
Other Online or Targeted Marketing	None	Sponsored Platinum Facebook Ad (Targets Job Seekers in the area)	Sponsored Diamond Facebook Ad (Targets Job Seekers in the area)	Sponsored Diamond Facebook Ad (Targets Job Seekers in the area) Email Blast to Opt-In La Crosse Tribune Subscribers Email Blast to Opt-In Winona Daily News Subscribers	Targeted advertisement displays within region for up to 58,333 impressions per month. Facebook Ad through UW-La Crosse handle: estimated 113-369 click per month	Targeted advertisement displays within region for up to 41,666 impressions per month. Sponsored Platinum Facebook Ad (Targets Job Seekers in the area)
Total Cost	<u>\$714.95 net</u>	<u>\$889.95 net</u>	<u>1,329.95 net</u>	<u>1,649.95 net</u>	<u>\$1,524.95 net</u>	<u>\$1,119.95 net</u>