



# Recruitment Print and Digital Advertising

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Information found in this document comes from the La Crosse Tribune Media Company. The details of the advertising package and the rates are subject to change. Please contact Human Resources to place advertisements. Last updated 9/10/2022.

	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, <b>Facebook Ad launched through UW-La Crosse Facebook Handle.</b>  <a href="#">Click here for more info.</a>	Digital Only campaign includes Max Recruit Gold for higher reach, Display ads for audience targeting, and Sponsored Platinum Facebook ad.  <a href="#">Click here for more info.</a>
In Print Details	2 Sunday prints of a 2" x 4" Color Display Ad in the La Crosse Tribune Sunday Edition.	2 Sunday prints of a 2" x 4" Color Display Ad in the La Crosse Tribune Sunday Edition.	2 Sunday prints of a 2" x 4" Color Display Ad in the La Crosse Tribune Sunday Edition.  2 Sunday prints of a 2" x 4" Color Display Ad in the Winona Daily Sunday Edition.	2 Sunday prints of a 2" x 5" Color Display Ad in the La Crosse Tribune Sunday Edition.  2 Sunday prints of a 2" x 5" Color Display Ad in the Winona Daily Sunday 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.  <a href="#">Click here for information on the networks.</a>	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.  <a href="#">Click here for information on the networks.</a>	30 Day Job Posting on LaCrosseTribue.com and Max Recruit <b>GOLD**</b> network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network*Education may be replaced by any other network if desired.  <a href="#">Click here for information on the networks.</a>	30 Day Job Posting on LaCrosseTribue.com and Max Recruit <b>GOLD**</b> network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired.  <a href="#">Click here for information on the networks.</a>	30 Day Job Posting on LaCrosseTribue.com and Max Recruit <b>GOLD**</b> network with College, Diversity, Veterans, Twitter/LinkedIn, and Education network *Education may be replaced by any other network if desired.  <a href="#">Click here for information on the networks.</a>	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.  <a href="#">Click here for information on the networks.</a>
Other Online or Targeted Marketing	None	Sponsored <b>Platinum**</b> Facebook Ad (Targets Job Seekers in the area)	Sponsored <b>Diamond**</b> Facebook Ad (Targets Job Seekers in the area)	Sponsored <b>Diamond**</b> Facebook Ad (Targets Job Seekers in the area)  Email Blast to Opt-In LaX Subscribers  Email Blast to Opt-In WDN Subscribers	Targeted advertisement displays within region for up to 58,333 impressions per month.  Facebook Ad through <b>UW-La Crosse handle</b> : estimated 113-369 click per month.	Targeted advertisement displays within region for up to 41,666 impressions per month.  Sponsored <b>Platinum**</b> Facebook Ad (Targets Job Seekers in the area)
Total Cost	\$705.00	\$880.00	\$1,320.00	\$1,640.00	\$1,520.00	\$1,145.00

\*Please note that *all* jobs posted on the UWL Career Portal are automatically posted to Indeed.com and LinkedIn. They are not promoted. Contact Human Resources for additional information on costs related to sponsoring or promoting those advertisements.

\*\*All recruitment advertisements placed with the La Crosse Tribune and the Tribune Media Group include placement on the La Crosse Tribune, Winona Daily, Chippewa Valley, and Madison.com job boards. Gold, Platinum, and Diamond features express the total number of viewers within the reach of the advertisement.

\*\*\*For additional regional advertising in the Minneapolis/St. Paul and/or Milwaukee areas, please contact Human Resources.