



University of Wisconsin - La Crosse

Package Options 2021



Option 1:

- 2 x 4 Color Display ad in the La Crosse Tribune for 2 Sundays
 - 30 Day Online Job Posting on our Local and Max Recruitment Programmatic Distribution network: Includes College, Diversity, Veterans, Social Media Jobs, and Education networks
- Total Campaigns: \$660.00 net

**Note the Underlined Education network can be swapped out for any of the networks on the last page.



Option 2:

- 2 x 4 Color Display ad in the La Crosse Tribune for 2 Sundays
- 30 Day Online Job Posting on our Local and Max Recruitment Programmatic Distribution network: Includes College, Diversity, Veterans, Social Media Jobs, and Education networks
- Sponsored Facebook Targeted Campaign - Targets by Location and Position Title

Total Campaign: \$830.00 net

****Note the Underlined Education network can be swapped out for any of the networks on the last page.**



Option 3:

- 2 x 4 Color Display ad in the La Crosse Tribune for 2 Sundays
 - 2 x 4 Color Display ad in the Winona Daily News for 2 Sundays
 - 30 Day Online Job Posting on our Local and Max Recruitment Programmatic Distribution network: Includes College, Diversity, Veterans, Social Media Jobs, and Education networks
 - Sponsored Facebook Targeted Campaign - Targets by Location and Position Title
 - Email Blast to 19,054 Opt-In La Crosse Tribune Subscribers
 - Email Blast to 8,327 Opt-In Winona Daily News Subscribers
- Total Campaign: \$1,270.00 net

**Note the Underlined Education network can be swapped out for any of the networks on the last page.



Option 4:

- 2 x 5 Color Display ad in the La Crosse Tribune for 4 Sundays
- 2 x 5 Color Display ad in the Winona Daily News for 4 Sundays
- 30 Day Online Job Posting on our Local and Max Recruitment Programmatic Distribution network: Includes College, Diversity, Veterans, Social Media Jobs, and Education networks
- Sponsored Facebook Targeted Campaign - Targets by Location and Position Title

Total Campaign: \$1,533.00 net

**Note the Underlined Education network can be swapped out for any of the networks on the last page.

Additional Niche Industry Specific Options



Healthcare



Education



Sales & Marketing



Accounting & Finance



Sales & Marketing



Hospitality



Information Technology



Manufacturing & Trade



Nursing



Transportation & Logistics



Call Center



Law Enforcement



Construction



Energy & Engineering

**Note the Underlined Education network in each campaign above can be swapped out for any of the networks on this page.