

## Jobs & Classifieds

Advertising rates and sizes

Newspaper:

The screenshot shows a newspaper page with the following elements:

- Header: 6 May 2016, TradeWinds, CLASSIFIEDS 29
- Section: TradeWindsJobs
- Grid of ad sizes: 1, 2, 3, 4, 5
- Job Listing: **AFFINITY** logo and text for Affinity Tankers Ltd. seeking a Tanker Operator. The listing includes a description of the role, duties, and requirements.
- Footer: Booking deadline for classifieds ads is Tuesday prior to publication. TradeWinds JOBS logo.

Examples - full colour rates

### 1. 1 column wide x 7 cm high

Full colour EUR 117.5 x 7      **EUR 822.50 per insertion**

### 2. 5 columns wide x 7 cm high

Full colour EUR 587.5 x 7      **EUR 4,112.50 per insertion**

### 3. 3 columns wide x 13 cm high

Full colour EUR 352.5 x 13      **EUR 4,582.50 per insertion**

### 4. 2 columns wide x 9 cm high

Full colour EUR 235 x 9      **EUR 2,115 per insertion**

### 5. 4 columns wide x 9 cm high

Full colour EUR 470 x 9      **EUR 4,230 per insertion**

### Print rates per cm in EUR

	Size (width)	Full colour	Black
<b>1 col</b>	38 mm	<b>117.50</b>	<b>82.50</b>
<b>2 col</b>	80 mm	<b>235</b>	<b>165</b>
<b>3 col</b>	122 mm	<b>352.50</b>	<b>247.50</b>
<b>4 col</b>	164 mm	<b>470</b>	<b>330.0</b>
<b>5 col</b>	206 mm	<b>587.50</b>	<b>412.50</b>
<b>6 col</b>	248 mm	<b>705</b>	<b>495</b>

Calculate ad costs by selecting the print rate per cm for the number of columns width you require. Then multiply that print rate by the height in cm you want.

Example: 3 columns by 12 cm high:

**EUR 352.5 x 12 = EUR 4230 / insertion**

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Website: tradewindsjobs.com

### Featured ads

Make more impact with featured positions - choose size, position and formats from banners, rectangles and buttons.

#### 1 Leaderboard – all pages

Size: 980 x 120px Monthly rate **EUR 1,674**

#### 2 Medium rectangle – home page

Size: 300 x 250px Monthly rate **EUR 865**

#### 3 Button – all pages (other than home page)

Size: 120 x 90px Monthly rate **EUR 740**

### Online listing

Place vacancies in the online job sections for periods from a week to a month. Have your ad highlighted as a top job to attract your ideal candidates.

**Job listing** Weekly rate Monthly rate

**EUR 1,165 EUR 1,775**

**Top job listing** Weekly rate Monthly rate

**EUR 1,640 EUR 2,455**

**Job listing in addition to print**

Weekly rate Monthly rate

**EUR 395 EUR 980**