

## 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 (1 column wide x 7 cm high), 2 (2 columns wide x 7 cm high), 3 (3 columns wide x 13 cm high), 4 (2 columns wide x 9 cm high), 5 (4 columns wide x 9 cm high).
- Job Listing: AFFINITY Tankers Ltd. seeking a Tanker Operator. Details include duties, requirements, and contact information.
- 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 USD 125 x 7 **USD 875 per insertion**

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

Full colour USD 625 x 7 **USD 4,375 per insertion**

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

Full colour USD 375 x 13 **USD 4,875 per insertion**

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

Full colour USD 250 x 9 **USD 2,250 per insertion**

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

Full colour USD 500 x 9 **USD 4,500 per insertion**

### Print rates per cm in USD

	Size (width)	Full colour	Black
<b>1 col</b>	38 mm	<b>125</b>	<b>86.50</b>
<b>2 col</b>	80 mm	<b>250</b>	<b>173</b>
<b>3 col</b>	122 mm	<b>375</b>	<b>259.50</b>
<b>4 col</b>	164 mm	<b>500</b>	<b>346</b>
<b>5 col</b>	206 mm	<b>625</b>	<b>432.50</b>
<b>6 col</b>	248 mm	<b>750</b>	<b>519</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:

**USD 375 x 12 = USD 4,500 / 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.

<b>1 Leaderboard – all pages</b>	Size: 980 x 120px	Monthly rate	<b>USD 2,286</b>
<b>2 Medium rectangle – home page</b>	Size: 300 x 250px	Monthly rate	<b>USD 1,360</b>
<b>3 Button – all pages (other than home page)</b>	Size: 120 x 90px	Monthly rate	<b>USD 1,000</b>

### 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.

<b>Job listing</b>	Weekly rate	Monthly rate
	<b>USD 1,575</b>	<b>USD 2,390</b>
<b>Top job listing</b>	Weekly rate	Monthly rate
	<b>USD 2,185</b>	<b>USD 3,325</b>
<b>Job listing in addition to print</b>	Weekly rate	Monthly rate
	<b>USD 535</b>	<b>USD 1,340</b>