

# 2009

## Staffing Professional Special Feature

Be recognized with Canada's best employers in the Staffing Profession

The Canwest Recruitment Network, in partnership with ACSESS, the Association of Canadian Search, Employment and Staffing Services will publish a special feature to help employers and staffing professionals brand themselves, nationally or locally to job seekers

**The feature will be an employment guide with critical job hunting tips such as:**

- Interviewing Techniques
- Resume Advice
- Cover Letter Structure
- How to maximize your relationship with a Staffing Professional

**Newspaper Publication Date**

November 17th 2009

**Booking Deadline**

November 14th 2009

**Online Special Feature Launch**

November 19th 2009

*Published in all Canwest Metro Daily Newspapers*

 **Access**

 **Canwest™**



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## Staffing Professional Special Feature

# Exclusive Annual Online Package

### ACSESS BASIC PACKAGE

Price \$ 9,995  
Savings \$ 12,805

- working.com subscription package
- Custom Agency Profile Page
- Home Page / Sector Logo Package
- Resume Database

### ACSESS PLUS PACKAGE

Price \$ 13,995  
Savings \$ 19,705

- working.com subscription package
- Custom Agency Profile Page
- Logo on Now Hiring Page
- Unlimited Resume Database access
- Logo on Newspaper.com (1)
- Homepage logo on working.com
- Career Pics (2)

### ACSESS DELUXE PACKAGE

Price \$ 33,000  
Savings \$ 28,760

- working.com subscription package
- Logo on Newspaper.com (1)
- Logo on Now Hiring Page
- Homepage logo on working.com
- Spotlight Ads (2 per month)
- Custom Agency Profile Page
- Resume Database Access
- Career Pics (2 per month)
- Premium Picks (Company Name and Logo) (2 per month)
- Advertorial on working.com (2 per year)
- Company Branded Pic Display Ad – Big Box (50,000 per month) RON

\* With your purchase of an online package, print discount applicable

\* Static Big Box Ad Top Position \$ 4,000

\* Static Big Box Ad Bottom Position \$ 2,500

\* Video Pre-Roll also available soon



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# Working.com's Access Microsite

Clearly displayed on working.com, this exclusive site is designed to provide candidate relative employment content and thousands of job opportunities

1. New Video section, clients are able to highlight their organization or specific opportunities
2. New Big Box Advertisement above the fold
3. Information section devoted to Access
4. Featured Editorial / Advertorial articles from Access
5. Profiled members of Access

The screenshot displays the Access Microsite interface with the following elements:

- Callout 1:** Points to a video player titled "Click below to view job videos!" with a "View All Videos" button.
- Callout 2:** Points to a large advertisement for the "Handyman Superstar Challenge" featuring a man in a tool belt and the text "WHO WILL BE CANADA'S NEXT HANDYMAN SUPERSTAR?".
- Callout 3:** Points to the "Credibility of Staffing Industry" section, which includes the Access logo and an article snippet: "In the 1990s, we all chuckled at the joke about the button w/ mistook his CD drive for a cup holder. But while the joke may outdated in 2009 (whose computer has a CD drive anymore) computer illiteracy..."
- Callout 4:** Points to a list of featured articles under the "Credibility of Staffing Industry" section, including "Find a job", "Technology boosts bottom line", "IT industry chases 'sexier' image", and "Why don't managers think deeply?".
- Callout 5:** Points to the "Hiring Now - Featured Employers" section, which lists various companies like Canwest, Pare HR, and Lowe's.

Other visible sections include "Hospitality Jobs" with a list of job searches (e.g., Accounting (24), All Cooks / Chefs (13)), "Browse Job Sectors" (listing Administrative, Automotive, Business, etc.), "Top Stories" (e.g., "Recession revises succession plans"), "Editor's Picks", "Salary Wizard", and "New Members Registration".



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