

# A national network of specialized professional communities

Target specific professional sectors, industries & candidates thanks to **21 leading specialized sites**, fully dedicated to **employment and career**.



## MEDIA KIT 2012

### Technical specifications

- **Digital ad sizes are as follow:** Width x Height (in pixels)
- **GIF, JPG, or Flash required.**  
NOTE: We can not accept flash ads in our e-newsletter.
- **\$250 set up fees when less than 30 000 impressions is ordered**
- Please email us your artwork at [service@publipac.ca](mailto:service@publipac.ca)

### LEADERBOARD

### Ad placements available

#### Leaderboard Top center

- 728 x 90 pixels
- \$35 CPM

#### Cube Bottom center right

- 300 x 250 pixels
- \$25 CPM

#### Skyscraper Middle right or left

- 160 x 600 pixels
- \$25 CPM

#### "Job alert" banner

- 468 x 60 pixels
- Get exposure in the job alerts sent daily for \$0.30 / address / 30 days!
- Set up fee \$250
- Contact us for addresses count

### CUBE

### SKYSCRAPER

CPM : Cost per mille (Cost per thousand views)

# MEDIA KIT 2012

	Specialty	Monthly traffic (November 30 <sup>th</sup> 2011)	Date of creation	Leaderboard Top center 728 x 90 pixels \$35 CPM	Skyscraper Middle right or left 160 x 600 pixels \$25 CPM	Cube Bottom center right 300 x 250 pixels \$25 CPM
	Human Resources <a href="http://www.HRjob.ca">www.HRjob.ca</a>	<b>91 000 pageviews</b> 20 300 unique visitors	March <b>2002</b>	✓	✓	✓
	Finance Accounting <a href="http://www.jobwings.com">www.jobwings.com</a>	<b>191 000 pageviews</b> 24 500 unique visitors	February <b>2001</b>	✓	✓	N/A
	Accounting & Bookkeeping <a href="http://www.accountingjobs.ca">www.accountingjobs.ca</a>	<b>82 700 pageviews</b> 14 400 unique visitors	September <b>2006</b>	✓	✓	N/A
	Sales <a href="http://www.salesrep.ca">www.salesrep.ca</a>	<b>60 800 pageviews</b> 14 600 unique visitors	December <b>2004</b>	✓	✓	N/A
	Computer Science <a href="http://www.itjobs.ca">www.itjobs.ca</a>	<b>145 000 pageviews</b> 33 000 unique visitors	December <b>2004</b>	✓	✓	N/A
	Retail <a href="http://www.retail.ca">www.retail.ca</a>	<b>50 400 pageviews</b> 9 900 unique visitors	March <b>2005</b>	✓	✓	N/A
	Administrative Support <a href="http://www.adminjobs.ca">www.adminjobs.ca</a>	<b>85 200 pageviews</b> 15 200 unique visitors	January <b>2005</b>	✓	✓	N/A
	Call Centers & Customer Service <a href="http://www.callcentrejob.ca">www.callcentrejob.ca</a>	<b>68 700 pageviews</b> 15 700 unique visitors	September <b>2005</b>	✓	✓	N/A
	Engineering & Technical <a href="http://www.techjobs.ca">www.techjobs.ca</a>	<b>51 600 pageviews</b> 13 600 unique visitors	February <b>2005</b>	✓	✓	N/A
	Pharmaceutical <a href="http://www.pharmajob.ca">www.pharmajob.ca</a>	<b>70 200 pageviews</b> 12 400 unique visitors	September <b>2007</b>	✓	✓	N/A
	Healthcare <a href="http://www.healthcarejob.ca">www.healthcarejob.ca</a>	<b>63 700 pageviews</b> 12 900 unique visitors	Octobre <b>2007</b>	✓	✓	N/A
	Legal <a href="http://www.legaljobs.ca">www.legaljobs.ca</a>	<b>16 500 pageviews</b> 4 200 unique visitors	September <b>2004</b>	✓	✓	N/A
	Paralegal <a href="http://www.paralegaljobs.ca">www.paralegaljobs.ca</a>	<b>14 600 pageviews</b> 3 900 unique visitors	September <b>2004</b>	✓	✓	N/A
	Aeronautics <a href="http://www.aerojobs.ca">www.aerojobs.ca</a>	<b>11 000 pageviews</b> 2 500 unique visitors	May <b>2010</b>	✓	✓	N/A
	Project Management <a href="http://www.pmjobs.ca">www.pmjobs.ca</a>	<b>35 000 pageviews</b> 8 300 unique visitors	September <b>2004</b>	✓	✓	N/A
	Business Analysis <a href="http://www.bajjobs.ca">www.bajjobs.ca</a>	<b>15 700 pageviews</b> 6 200 unique visitors	December <b>2006</b>	✓	✓	N/A
	Jobs Search Engine <a href="http://www.nicejob.ca">www.nicejob.ca</a>	<b>247 000 pageviews</b> 54 300 unique visitors	February <b>2003</b>	✓	N/A	N/A
	Part-time Jobs <a href="http://www.part-time.ca">www.part-time.ca</a>	<b>52 700 pageviews</b> 13 700 unique visitors	January <b>2005</b>	✓	✓	N/A
	Career Management <a href="http://www.emplois.ca">www.emplois.ca</a> <i>Web site available in French only.</i>	<b>15 500 pageviews</b> 10 200 unique visitors	April <b>2007</b>	✓	✓	✓
	Career Management <a href="http://www.cv.ca">www.cv.ca</a>	<b>7 400 pageviews</b> 1 700 unique visitors	October <b>2010</b>	✓	✓	✓
	Career Management <a href="http://www.resignation.ca">www.resignation.ca</a>	<b>4 000 pageviews</b> 1 300 unique visitors	June <b>2010</b>	✓	✓	✓