



The recruitment weekly for business executives

Advertising Hotline: 2156 2666

## Print

### Career Times Friday

#### Features

- ▶ Published every Friday
- ▶ Corporate openings from all industries
- ▶ Weekly circulation of 250,000 copies

### Unparalleled Distribution Network

- ▶ Complimentary copies
  - Selected major commercial and industrial buildings
  - High-traffic locations at university campuses, continuing education centres and professional associations
  - Sold with *Hong Kong Economic Times*
- ▶ Paid copies
  - Available at 7-Eleven and Circle K convenience stores

### Savvy Editorial Content

Twelve regular columns featuring insightful employment market analyses, salary trends, success stories of industry gurus, and legal puzzles.



## About Career Times

*Career Times* is an English-language recruitment weekly for business executives which has been published by Hong Kong Economic Times Limited every Friday since 1997. With an average weekly circulation of 250,000 copies, it is currently the market leader in quality job postings. An online version at CareerTimes.com.hk was launched in 1999. Offering thousands of corporate openings every week, it is one of the leading recruitment portals in Hong Kong.

## Online

### CareerTimes.com.hk

#### Features

- ▶ More than 760,000 daily page views on average
- ▶ Over 500,000 members
- ▶ Thousands of job postings every week

### Innovative Recruitment Tools

To extend the reach of recruiters' corporate message and to help focus the attention of jobseekers on their recruitment ads, a one-stop solution comprising the following innovative recruitment tools and channels has been developed:

#### Features

- ▶ Print
  - Advertorials
  - Inserts in print copies
- ▶ Online
  - e-Newsletter
  - eDM
  - Banner ad
  - Tile ad
  - Job Alert banner
  - Company profile in the Premium Employers/ Agencies/ Consultants section



# Career Times Advertising Rate Card No. 14 (Effective August 2010)

## Classified Standard Rates

	B/W HK\$	With Blue HK\$	Full Color HK\$
Per Column/Unit	209	239	279
Full Page—Section Front	127,156	145,408	169,744
Full Page—Other Section Front	156,499	178,963	208,915
Full Page—ROP	135,432	154,872	180,792
Horizontal Half Page—ROP	67,716	77,436	90,396
Quarter Page—ROP	33,858	38,718	45,198

- Remarks:
- 1) 4 weeks' exposure at [careertimes.com.hk](http://careertimes.com.hk) included
  - 2) 1 column = 2.75cm (W); 1 unit = 1cm (H)
  - 3) Minimum size for specified position is 72 column/unit with a loading of 30%
  - 4) Special positions are subject to availability
  - 5) Pre-emption system is now applicable in *Career Times*

## Value-added Services

- ▶ Pre-sales
  - Separate reference codes for ads in print and online for easy response tracking
  - Tailor-made artwork design & consultation service
  - Wide selection of typefaces and borders
  - Film production and output
  - Pre-production layout & artwork verification
  - Online segmentation for easy job search
- ▶ Post-sales
  - A complimentary copy of *Career Times* for your record
  - A reference note on the position of your ads in print
  - An email alert with instant access to your online ads

## Booking & Material Deadline

	Monday Issue <small>(In Money Times)</small>	Friday Issue
Booking & Material Deadline	13:00 Friday	13:00 Thursday
Film Submission Deadline	18:00 Thursday	18:00 Wednesday

## Cancellations

Front Page	No cancellation
Specified Pages	2 working days before publishing day
Other Cancellation	1 working day before publishing day

**For enquiries, please call: 2156 2666 / fax: 2156 0333 / email: [ad@careertimes.com.hk](mailto:ad@careertimes.com.hk)**

**Career Times Online Limited**

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