



THE RECRUITER

**A COMMUNICATIONS NETWORK DEDICATED TO HELP RECRUIT AND RETAIN
PHYSICIANS, NURSES AND OTHER MEDICAL PROFESSIONALS**

DEMOGRAPHICS, RATES & REQUIREMENTS

The Recruiter Publication specializes in advertising practice opportunities in the specialties of Primary Care, Emergency Medicine, Cardiovascular Care and Surgical. Our publication reaches more than 200,000 physicians, nurses, residents and fellows nationwide and other medical professionals. Each Digital Edition is emailed directly to over 100,000 Physicians and Medical Professionals and distributed via major social networking sites, medical blogs, and message boards. Therecruiter.com receives over 15,000 unique visitors per month.

Physician Recruiter Publication is published quarterly in three separate editions representing the Western, Central, and Eastern regions of the United States.

AD TYPE	ONE REGION	TWO REGIONS	NATIONAL (3x)	NATIONAL-ANNUAL (12x)
Display	\$110/col. in	\$205/col. in	\$295/col. in	\$972/col. in
Color Charge	\$250	\$500	\$750	\$2,800
Classified	\$19.10/per line	\$34.00/per line	\$51/per line	\$150/per line
Hotlink <small>(Digital Edition)</small>	\$25	\$50	\$75	\$300

Ad production services are available and will be billed to advertiser at an additional cost of \$75 per hour. Minimum advertising charge is \$150. Minimum display ad size is 4 column inches. Orders received after deadline will be charged an additional \$100 fee.

SPECIAL SERVICES

Web Site: WWW.THERECRUITER.COM

All advertisements in The Recruiter Publication are included in Digital Edition and accompanied by a web listing. Additional web listings and services are available. Contact your Account Executive for details.

Digital Edition: Premium positions, video, and flash advertisements available. Contact your Account Executive for a quote.

Inserts: \$2500 per edition. Full color insert printed on standard 8.5" x 11" non-coated paper stock. Price includes printing of inserts. \$6500 for Nationwide run.

Direct Mail: Contact your Account Executive for a custom quote.

GEOGRAPHICAL BREAKDOWN BY STATE

WESTERN EDITION (13 STATES)

Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

CENTRAL EDITION (20 STATES)

Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas, Wisconsin.

EASTERN EDITION (17 STATES & D.C.)

Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington D.C., West Virginia.

TERMS & CONDITIONS

All prices are net to The Recruiter Publication, PO Box 30327, Portland, OR 97294-3327. Orders must be paid by due date on invoice. Make Checks payable to The Recruiter Publication. Advertisers delinquent more than 30 days will be assessed a finance charge of 1.5 percent per month. Advertisers delinquent more than 60 days will be sent to collections, no further advertising will be accepted and, if applicable, no web listing or access to candidate database.

voice: 503-221-1260 • fax: 503-221-1545 • email: info@propubinc.com



THE RECRUITER

ADDITIONAL WEB ADS W/PURCHASE OF PRINT ADS

First web listing is free with purchase of ad in print. Additional web listings are based upon purchase amount.

NO. OF WEB LISTINGS	ONE REGION	TWO REGIONS	NATIONAL (4x)	NAT. ANNUAL (16x)
2	\$500	\$1000	\$1300	\$3575
3	\$600	\$1200	\$1600	\$4500
4	\$700	\$1300	\$1750	\$4850
5	\$1000	\$1500	\$2000	\$5175
10	NA	NA	\$2250	\$6475
20	NA	NA	\$2500	\$9715
50	NA	NA	\$3000	\$11650

SPECIAL POSITIONS IN DIGITAL EDITION

AD SIZE	ONE INSERTION	FOUR INSERTIONS	EIGHT INSERTIONS	SIXTEEN INSERTIONS
Full Page	\$1000	\$3400	\$6000	\$10000
Half Page	\$600	\$2000	\$3600	\$6000
Flash/Video Ad	\$500	\$1200	\$1600	\$2400

Special Position Charge for Pre-Cover - \$500 per insertion



WEBSITE ONLY ADVERTISING

Inquire with your representative about special website only packages 503-221-1260.

CV DOWNLOADS

Access level based upon advertising purchase amount.

ADVERTISING	RECEIVE
0 - \$200	10
\$200 - \$400	20
\$400 - \$799	25
\$800 - \$1200	35
\$1200+	Unlimited

HOT JOBS LISTING

Additional charges for Premium Spot on home page.

1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
\$150	\$300	\$500	\$900

BANNER ADS

1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
\$150	\$600	\$1000	\$1800