

Global Career News

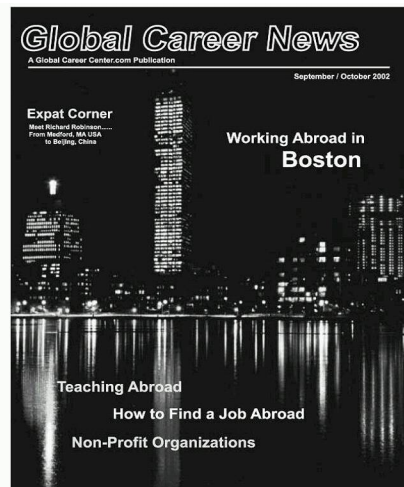
A Global Career Center Publication

Media Kit

The Global Career Center has been actively assisting expatriates and others interested in international employment since the new millennium. Now is your chance to reach out to the thousands of individuals and businesses who we have built trusted relationships with in our quarterly Global Career News publication.

What is Global Career News

Global Career News is a quarterly publication discussing issues and topics around international employment and working abroad.



Why make Global Career News a part of your marketing plan?

The Global Career Center was started in the year 2000 to assist individuals working abroad. Through the online job portal at <http://www.globalcareercenter.org>, the Global Career Center has attracted thousands of individuals with one purpose, working abroad.

Throughout the last few years, we have gained access to international writers, business and vendor partners, job seekers from 240 countries and employers from over 60 countries. Most of which will be actively receiving print or online versions of the Global Career News.

Global Career News is for you if you are:

- ❑ Actively targeting expatriates
- ❑ Need international exposure for your product or service
- ❑ Looking for fresh new methods of marketing and advertising

General Profile

An example of articles and topics discussed within the Global Career News includes:

- ❑ **Featured Country Profile** – one country will be profiled during each publication
- ❑ **Country Articles** – supporting articles relating to the featured country profile
- ❑ **Feature Article** – each publication will feature another process in working abroad, Examples include: Where to find an international job, How to apply for a job abroad, Interviewing from abroad, Relocation, Getting Settled and much more....
- ❑ **Jobs Abroad** – a classified section of active international job postings
- ❑ **Travel Warnings** – international travel warnings
- ❑ **Expatriate News** – current events affecting expatriates around the world

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	HEIGHT x LENGTH	RATE PER ISSUE	CPM
BACK COVER	8 1/2 x 11	\$900.00	\$ 60.00
FULL PAGE	8 1/2 x 11	\$531.00	\$ 35.40
3/4 PAGE HORIZONTAL	8 1/2 x 7 1/2	\$420.00	\$ 28.00
3/4 PAGE VERTICAL	6 x 11	\$420.00	\$ 28.00
1/2 PAGE HORIZONTAL	5.5 x 8 1/2	\$345.00	\$ 23.00
1/2 PAGE VERTICAL	4 1/4 x 11	\$345.00	\$ 23.00
1/4 PAGE	4.25 x 5.5	\$216.00	\$ 14.40
1/6 PAGE	2.5 x 5 1/2	\$151.50	\$ 10.10
1/4 COLUMN	2 x 2.75	\$94.50	\$ 6.30
JOB POSTING	Each	\$54.00	\$ 3.60
SERVICE DIRECTORY	Each	\$54.00	\$ 3.60
INSERTS	8 1/2 x 11	\$480.00	\$ 32.00

Print Circulation: 15,000

General Policy

- ❑ Global Career News will not accept any advertising considered to conflict with Global Career News purposes or policies.
- ❑ Publisher assumes no liability for errors or omissions in any advertisement.
- ❑ Publisher cannot guarantee positioning unless agreed upon with ad representative and submitted in writing prior to the space close date.
- ❑ Ad material will be repeated unless new materials are received by the space close date noted in the media kit.

Ad Requirements

Refer to insert sheet for electronic file specifications and ad dimensions.

Rate Charge

All accepted advertising orders are subject to the terms and provisions of the current rate card. All cancellations must be submitted in writing prior to space close date. All orders discontinued before completions of contract will be billed at short rates for space used.

To advertise your product or service in Global Career News please contact an Account Representative at The Global Career Center:

Telephone: +1 617 542-8731
Email: achilles@globalcareercenter.org

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