



Niagara`s Best Website Advertising Opportunity?

A banner ad on the Job Gym Job Board.

Here are 5 reasons why.

1. A very high traffic, locally based website.

FACTS:

The Job Board averages between 3000 and 4000 unique visitors per day.

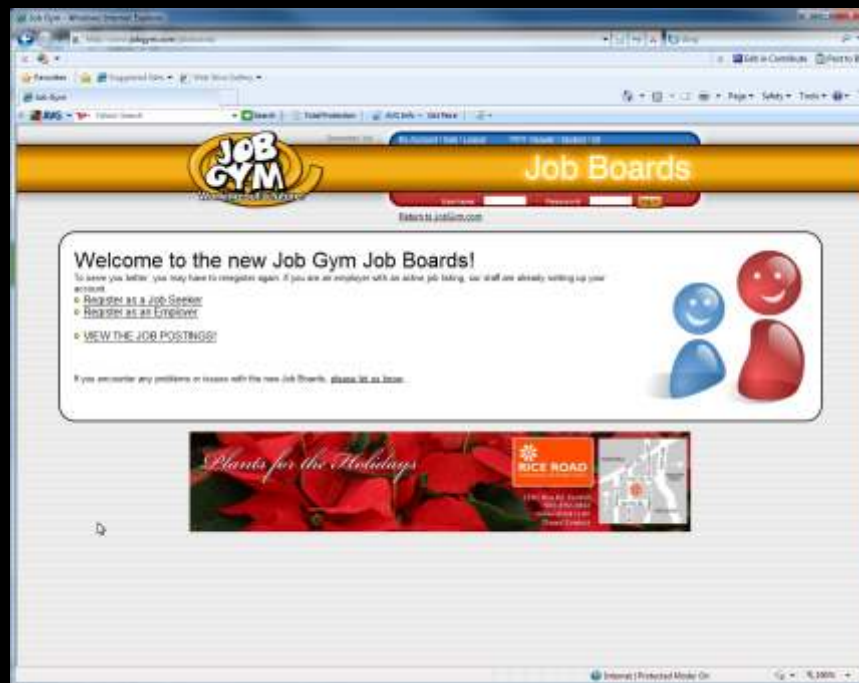
Page hits average more than 250,000 per month.

2. Your ad stands out.

FACTS:

Advertisers don't compete with other advertisers on the page. Only one ad appears at a time.

Ads rotate non-stop, 24 hours a day, 365 days a year.



3. The ads work.

FACTS:

Ads are linked to advertiser's own websites.

Google statistics show that Job Gym Job Board is the top referring website for most of the current advertisers.

4. The ad rate is unbeatable.

FACTS:

Ads cost only \$1 a day. One year ad placement is \$365.

That means your ad could be viewed by more than 1.2 million viewers.

No local media can match such a high exposure rate for so little cost.



5. The cost per exposure ratio is fantastic.

Niagara Media Rate Comparison

Cost (Potential Exposures)

Media

Newspaper
\$75 (35,000)

Job Board
\$75 (262,500)

Daily Newspaper (can't buy anything for \$1)
A very small display classified for 1 day - \$75
Exposures (maximum 35,000) If everyone read the paper that day and happened to see your ad.

For \$75 - you would have 75 days on the Job Board.
(maximum exposures 262,500)

Radio
\$75 (10,000)

Job Board
\$75 (262,500)

Radio
You can buy 1 or 2 - 30 second ads for \$75.
(maximum exposures 10,000) This assumes that there's 10,000 listeners when your ad is played. Depending on the radio station and the time of day - this number is likely far less.

Magazines
\$365 (35,000)

Job Board
\$365 (1,277,500)

Magazines
For \$365 you could buy a small ad in 1 issue.
(maximum exposures - 35,000)

For \$365 - you would have 1 full year on the Job Board.
(maximum exposures 1,277,500)

Direct Mail
.20 (1)

Job Board
.20 (700)

Direct Mail
Unaddressed admail costs 10 cents to deliver per household. That doesn't include the cost to print the mailer. A low estimate would be another 10 cents.
(.20 cents - 1 exposure)

For 20 cents The Job Board delivers 700 exposures.

Billboards - at \$1 a day you would need to save for 3 years before you could afford a single board for 1 month.

How to Place Your Ad on the Job Board

Ad placement instructions, artwork and payment information can be found at the following:

To fill out a Job Gym Job Board Ad application go to:

www.spritzcreative.com/jobgymads

Please Note:

All ads and advertisers must be approved by Job Gym and the John Howard Society of Niagara.

Job Gym Job Board Ads are set-up and placed on our website by Spritz Creative. All ad artwork and payment is processed through them on behalf of Job Gym and the John Howard Society of Niagara.



A Shining Light On Our Community