



Local job seekers come to you! **order online now**

SantaCruzCareers.com attracts local job seekers with extensive free local employer listings that link directly to corporate website jobs pages or HR email. Find new employees — fast — from our unique and constantly growing stream of job seeker traffic in the Greater Santa Cruz Area.

You can place local listings on SantaCruzCareers.com or throughout the HomeTown Careers Network.



Featured Job Posting

- Your job posts to both the SantaCruzCareers.com home page and our employer listing page
- Applications are routed to you via email
- Each posting includes unlimited free edits
- Posting packages may be used anytime within one year from purchase
- Each Posting runs for 60 days

Your choice of: • **One posting for \$85** • **Ten postings for \$595**



Featured Employer Listing

- Direct link to your company's own jobs pages
- Shows at top of listings for maximum exposure
- "NEW!" flag for 60 days

Your choice of: • **90 days for \$125** • **One year for \$295**



Diamond Sponsor Package

- Our best value
- Logo Banner Ad raises visibility and boosts candidate traffic
- Featured Employer Listing drives candidate traffic to your website
- Includes package of Featured Job Postings valid one year from purchase

Your choice of: • **90 days & 5 postings for \$725**
• **One year & 20 postings for \$2,195**



Logo Banner Ad

- Eye-catching (94x50 pixel) ad appears on every page on our site
- Links directly to your corporate jobs pages
- Boosts job seeker traffic to your website
- We create the ad from your existing artwork

Your choice of: • 90 days for \$495 • One year for \$1,495



Skyscraper Ad

- Our highest visibility ad (120x600 pixel)
- Generates large amount of job seeker traffic
- Links directly to your corporate jobs pages
- Ad graphics creation available — call for pricing and details

Your choice of: • 30 days for \$995 • 90 days for \$1,495

Frequently Asked Questions

How much job seeker traffic does SantaCruzCareers.com get?

Traffic varies for each site in the HomeTown Careers Network. On average, each site delivers over 2,000 page views per day, and is growing.

What type of job seekers are they?

Local job seekers. On average, about 80% of the resumes submitted to SantaCruzCareers.com are within the Greater Santa Cruz Area.

What types of jobs are they looking for?

We attract a broad range of occupations from technical to financial to sales and most other major job categories. While SantaCruzCareers.com visitors tend to be mainly professional workers, an increasing percentage of entry-level workers are now able to access the Internet.

How do you attract your job seeker traffic?

Because SantaCruzCareers.com provides job seekers with free, direct links to major local employers, candidates can find jobs in their local area, applying directly to the companies they choose. This strategy earns us excellent relevance in search engine queries — plus inbound links from hundreds of other websites including universities, other jobs boards, local guide sites, personal sites and more.

What other promotion do you do?

Our model provides over 90% of our traffic from search engines, links from other sites, and word of mouth. We continue to run promotions including online promotions, career fairs, magazine ad partnering, and occasional public radio and TV interviews in targeted local markets.

How can I track the cost-effectiveness of SantaCruzCareers.com?

In your My Company account, you can review the number of applications for each of your jobs, listings, or ads. Job

seekers apply directly to you, using either their saved resume in their personal account, or applying directly to you through your web pages. For this reason, we recommend that you include a "source" field in your online application form to track these additional job seekers.

What is the difference between a Featured Employer Listing and a Featured Job Posting?

The featured employer listing links job seekers directly to the jobs web pages on your corporate site. Job seekers apply directly to you for jobs on your web site. Featured Job Postings are jobs you post directly to the SantaCruzCareers.com home page and employer listing page, so job seekers can apply directly to you for that job. You can also include an optional link in each posting to your jobs web pages.

What is the HomeTown Careers Network?

HomeTown Careers websites connect local job seekers and employers in over a dozen West Coast metropolitan areas, and is expanding nationwide. Starting in 1995 with the award-winning "Bay Area Jobs at BayAreaCareers.com" website, our network has grown by reliably offering local job seekers free, direct links to local employers' website hiring pages.

The HomeTown Careers Network is published by Resmatic, Inc., which provides automated Internet recruiting solutions to companies of every size, including AT&T, Blue Cross Blue Shield Association and Sony Pictures.

Which metro areas does the HomeTown Careers Network cover?

Seattle, San Francisco Bay Area, Los Angeles, Orange County and San Diego. Visit HomeTownCareers.com for the complete list.

Can I post jobs and listings to other HomeTown Careers sites?

Yes. Once you have signed up with SantaCruzCareers.com, you can use the same user name and password to login to any site in the network.

How do I get started?

order online now or call us at 800-346-5658

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