

SCOPE OF WORK for Job Recruitment Advertising with The Baltimore Sun

From the Sun Contract:

2.1 The Contractor shall:

- a.** Provide and place job recruiting advertising notices in a uniform manner in the Baltimore Sun Company publications best suited to reach the targeted audience, for Agencies; and
- b.** Provide dedicated recruitment advertising sales representatives for Agencies. The Contractor will provide the Department with a list of all Contractor sales representatives and update the list each time it changes. If an Agency already has a dedicated representative, the Agency will continue that working relationship. (The Department will be responsible for informing Agencies of the new advertising procedures and contact information in order to receive the reduced advertising rate); and
- c.** Manage each Agency relationship and recruitment strategy on an individual level to find the best fitting modular size for the particular advertisement; and
- d.** Separately invoice at the established reduced modular ad unit and display advertising rates each Agency that submits a job ad; and
- e.** Submit monthly aggregate billing statements to the Department in an Excel spreadsheet itemizing usage by all Agencies to enable the Department to monitor usage and spending levels by Agency and in the aggregate; and
- f.** Provide to Agencies the option to purchase a 30-day Careerbuilder.com online job posting at the State 25% discounted rate of \$299.25 when bundled with a print ad purchase.

Sections 2.1 (a) through (f) are collectively referred to herein as “Services”.

RATES for Job Recruitment Advertising with The Baltimore Sun

From the Sun Contract:

4.1 On the presumption that Agencies will collectively place \$75,000 worth of job advertising recruitment Services within the one-year contract period, the following guaranteed advertising rates shall be charged to all State Agencies from the beginning of the Contract:

A. Sunday Modular Ad Units are as follows:		
Small – 1 column;	2.29" wide, 0.30" deep	\$135.00
Medium – 1 column;	2.29" wide, 0.60" deep	\$247.50
Large – 1 column;	2.29" wide, 0.95" deep	\$450.00
Extra Large – 1 column;	2.29" wide, 1.95" deep	\$825.00
B. Sunday Display Advertising Rates are as follows:		
1/32 – 1 column;	2.29" wide, 2.27" deep	\$ 975.00
1/16 – 1 column;	2.29" wide, 4.64" deep	\$1,500.00
1/8 – 1 column;	4.75" wide, 4.64" deep	\$2,400.00
1/4 Vertical – 1 column;	4.75" wide, 9.35" deep	\$3,825.00
1/4 Horizontal – 2 columns;	9.66" wide, 4.64" deep	\$3,825.00
Half Page – 4 columns;	9.66" wide, 9.66" deep	\$6,112.50
Full Page – 4 columns;	10.00" wide, 20.45" deep	\$9,750.00
C. Wednesday Modular Ad Units are as follows:		
Small – 1 column;	2.29" wide, 0.30" deep	\$108.00
Medium – 1 column;	2.29" wide, 0.60" deep	\$198.00
Large – 1 column;	2.29" wide, 0.95" deep	\$360.00
Extra Large – 1 column;	2.29" wide, 1.95" deep	\$660.00
D. Wednesday Display Advertising Rates are as follows:		
1/32 – 1 column;	2.29" wide, 2.27" deep	\$ 780.00
1/16 – 1 column;	2.29" wide, 4.64" deep	\$1,200.00
1/8 – 1 column;	4.75" wide, 4.64" deep	\$1,920.00
1/4 Vertical – 1 column;	4.75" wide, 9.35" deep	\$3,060.00
1/4 Horizontal – 2 columns;	9.66" wide, 4.64" deep	\$3,060.00
Half Page – 4 columns;	9.66" wide, 9.66" deep	\$4,890.00
Full Page – 4 columns;	10.00" wide, 20.45" deep	\$7,800.00

E. If an Agency purchases multiple days of job advertising recruitment services, the price for each day of advertising will be additionally discounted as follows: 2 days = 10% additional off the rates; 3 days = 15% additional; or 4 days = 25% additional off the rates listed above in Sections 4.1A through 4.1D.