

# California Job Journal

## covers your recruitment goals

**W**hether you are recruiting locally or regionally, *California Job Journal* has you covered. Our huge audience (over 310,000 jobseekers per month) and strong reputation make CJJ a smart alternative to daily papers for achieving your local recruitment goals. And our non-zoned, extensive geographical coverage is ideal for harder-to-fill openings and positions in numerous locations, eliminating the need for multiple buys. Our industry-leading employment weekly (*print edition is viewable online*) effectively reaches:

### Active Jobseekers

- through availability in high-traffic areas, including street boxes and chain stores in communities throughout Northern California.
- through JobJournal.com, our award-winning website, drawing 140,000 unique visitors per month. Current editions are viewable online in their entirety.
- through distribution to every attendee at dozens of HIREvents job fairs each year.

### Commuters

- through free distribution at BART Stations and Sacramento Light Rail Stations. Nearly 400,000 riders use these systems daily, providing unparalleled exposure.

### Students & Career Starters

- through the placement centers of UC and CSU campuses, plus private universities, community colleges and trade schools throughout Northern California. Over a million students are served by these institutions each year.
- Weekly editions are available and archived on EBSCO, a highly regarded institutional research database found in public and academic libraries throughout the US and Canada.

### Diverse Readership

- through distribution to major Northern and Central California employment centers serving ethnic minorities, veterans, women, and people with disabilities.

According to Media Audit, minorities comprise more than half of the Job Journal's readership.



3050 Fite Circle, Suite 100, Sacramento, CA 95827  
(916) 925-0800 • Fax: (916) 366-3436  
advertising@jobjournal.com

