

IT'S FINALLY HERE – CLASSIFIED DISPLAY ADS ONLINE!

NOW YOUR RECRUITMENT DISPLAY ADS CAN APPEAR
ONLINE AND LOOK EXACTLY THE WAY THEY DO IN PRINT.

The screenshot shows a Netscape browser window with the URL http://www.aquest3d.com/search_new/result.asp?pubcat=1&category=2&pag=391&keyword1=. The search results are for 'marketing' and show 123 ads found. A blue arrow points from a search result snippet to a larger, detailed online display ad for a Retail House Desk Representative position. The ad text is as follows:

LOOKING FOR GROWTH OPPORTUNITIES, STABILITY, APPRECIATION AND A FUN WORK ENVIRONMENT?

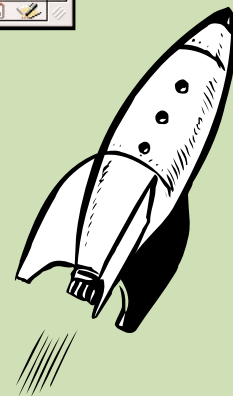
The Newspaper Agency Corporation has an opening for a **Retail House Desk Representative**

A Retail House Desk Representative is responsible for sales of retail and general, traditional and non-traditional advertising space to new and existing accounts, including the political, church and university categories by telephone and/or in person. This person is responsible for anticipating and responding to customers' advertising needs and providing effective sales presentations, layouts and marketing information to meet advertisers' objectives. Qualified applicants will possess sales and/or telemarketing experience, customer service skills and the ability to respond courteously to all customers. Excellent communication skills and an understanding of sales/telemarketing strategies are a must. The successful applicant must also have access to a dependable vehicle to perform outside sales calls and be able to provide proof of auto insurance. If you possess these qualities and experience and desire to work for a company that offers growth opportunities, please fax your resume to Attn: Andrea at (555) 555-5555 or e-mail it to akollmar@nacorp.com. Starting wage is \$12.50 per hour plus commission with complete benefits package. * NEWS PAPER AGENCY CORPORATION * AGENT [Click here to see the display ad!](#)

IOmega IS POSITIONED TO POUR ON THE TALENT, NOT DRAIN IT. With over 35 million Zip(R) drives on the market and numerous industry awards, it's obvious Iomega is not your typical high tech company. Perhaps that's because we prefer to hire the best people in their fields, provide them with state of the art equipment, top-notch R & D, product management and marketing. Then top it off with excellent pay, benefits, and a culture that builds exceptional products—and an exceptional way of life. So if you're burned out on high tech hype, visit www.iomagajobs.com. And take your career to a whole new level. We're looking for top-notch professionals in the

A sample of an online classified line ad and hyperlink to the online display ad.

- ◆ Fully searchable — The complete copy from your print display ad is listed in the online classifieds where users can search for key words.
- ◆ Your online display ad looks exactly like it does in print — Our partnership with SwiftAds gives us the flexibility to capture your print ad for use online!
- ◆ Your searchable line ad is linked to your online display ad — A simple hyperlink within your line ad takes users directly to your online display ad, where it can be bookmarked for future reference.
- ◆ Simply ask your classified representative — Tell your classified representative that you want your display ad online when you reserve your ad space. For an additional \$2 per column inch your print display ad will appear online. It's that simple!



Newspaper Agency Corporation

New Media Department

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The Salt Lake Tribune
www.sltrib.com



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