



Rates and Advertising Information for www.retirededucatorsatwork.org

Looking for an employee with experience, background, and maturity to get the job done right?
 Want to put your company's information in front of more than 2,700 active "Baby Boomer" adults?
 Look no further than www.retirededucatorsatwork.org!

- Rates are effective through December 31, 2010.
- Payments can be made online with a credit card at www.retirededucatorsatwork.org, or by sending a check or money order to the New York State Retired Teachers' Association at 8 Airport Park Blvd., Latham, NY 12110-6414.
- Please allow 5-10 business days for processing of payment. If you have an immediate need, please call NYSRTA at (518) 482-3509.
- Educational Institutions—save 20%! Contact NYSRTA for details!

2010 Employer Rates

Rates include:

- Unlimited access to NYSRTA employment database, containing more than 2,700 qualified job seekers!
- Unlimited ability to post job openings, with no space restrictions! (Job postings will automatically expire at the conclusion of your registration period.)
- Ability to change, edit, or renew job postings during your registration period!

2 week unlimited access	\$100.00
1 month unlimited access	\$150.00
6 month unlimited access	\$750.00
1 year unlimited access	\$1,000.00

2010 Advertiser Rates

Rates include:

- Ability to reach more than 2,700 members of the valuable "Baby Boomer" generation!
- Ability to change, edit, or renew ads during your registration period!
- Draw more attention to your job postings, or simply market your product to a receptive audience!
- All ad prices are gross and do not reflect educational discounts.
- Ads must be in JPG or GIF image formats.

Type	Ad Size (in pixels)	1 month rate	3 months or more (Save 10% off base Rate!)	6 months or more (Save 20% off base rate!)	12 months or more (Best buy-save 33%!)
Banner (1/page)	468 x 60	\$300.00 page	\$270.00 page	\$240.00 page	\$200.00 page
Skyscraper (1/page)	120 x 600	\$150.00 page	\$135.00 page	\$120.00 page	\$100.00 page
Vertical (2/page)	120 x 240	\$100.00 page	\$90.00 page	\$80.00 page	\$70.00 page
Cube ad (top 2/page)	120 x 120	\$50.00 page	\$45.00 page	\$40.00 page	\$33.50 page

