




Recruitment Options

 | MEDIA SOLUTIONS

THE ST NEWSPAPER + ONLINE NETWORK DELIVERS A STRONG AND STABLE AUDIENCE

- **2.1 Million Strong** — Our newspaper and online network reaches 1.8 million adults in the 17-county DMA
- **We Reach the Audience Advertisers Want** — Our newspaper and online network reaches about 7 in 10 of MD adults with household incomes of \$150,000 or more
- **Strong Reach of Age Groups** — Our newspaper and online network enjoys strong reach across all age groups in the MD
- **Everyone Loves Sunday** — Every month, more than 804,000 adults sit down with a family favorite, The Seattle Times Sunday
- **Reach Millions of Unique Online Visitors** — Our online network reaches over 9 million unique visitors/devices with more than 29 million page views monthly



SEATTLE TIMES JOBS BOARD

RECRUIT TOP QUALITY CANDIDATES WITH A SINGLE JOB POSTING

Attract the very best talent with a 30-day posting on our Jobs board. Each post includes unlimited text, plus reposting on the top job sites: Indeed, glassdoor.com, Jobs2Careers & Nexxt.¹

To reach a larger audience include a Niche Network. Each network will post your job onto additional job sites based on your position and needs.

Job seekers throughout Western Washington turn to our print and online network as a trusted information source. Our newspaper and online network reach 1.9 million adults in the 17-county DMA.²

Contact your Account Executive for more information.

¹Additional sites may vary.

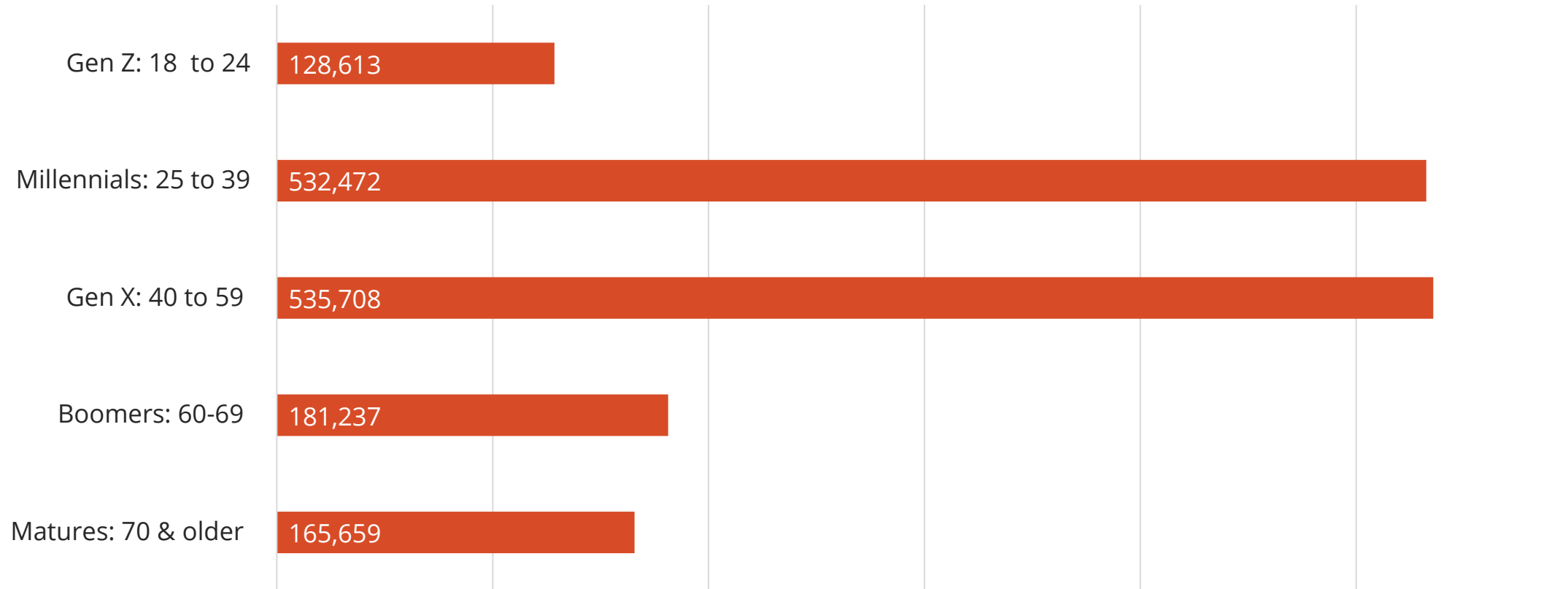
²June 2024 Quickfacts report



REACH YOUR TARGET EMPLOYEE THROUGH ST.COM

STRONG REACH AMONG MILLENIALS AND GEN X

SEATTLETIMES.COM PAST 30 DAYS

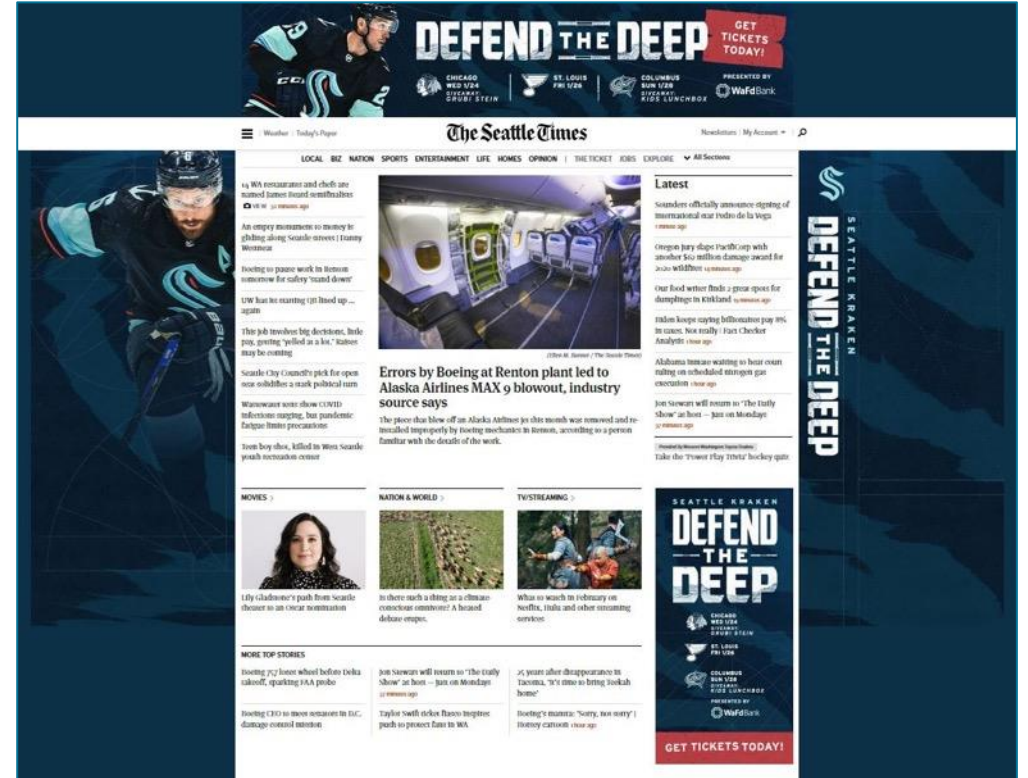
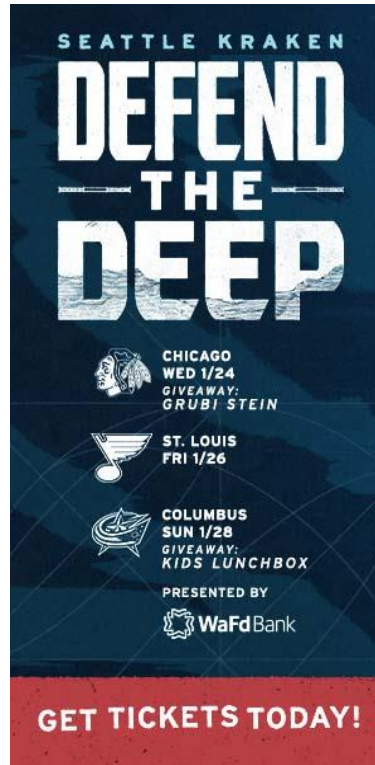


Base: Seattle-Tacoma DMA Source: 2023 Scarborough Report, Release 1

SEATTLETIMES.COM DISPLAY BANNER ADVERTISING

- Homepage and Section Takeovers
- ROS Display Banner Advertising with up to 6 ad sizes available:

1200x250	970x250
300x600	300x250
728x90	320x106
- Includes Creative Services at no additional charge



EXPRESS VIDEO

Fast, Cost-Effective Video Production

- A streamlined video production solution that combines client-provided assets with advanced AI technology, stock photography and video footage.
- Our process integrates AI-powered tools with expert video editing to enhance visual content, creating professional-quality videos without the need for on-site shooting.
- We use imagery and video from your website, social channels, and carefully curated stock footage to deliver engaging, brand-consistent videos quickly and affordably.

Benefits:

- **Fast Turnaround:** Streamlined process for quicker video creation.
- **Cost-Effective:** Reduced production costs by utilizing existing assets.
- **Professional Quality:** Expertly edited to ensure a polished, on-brand final product.

What's Included:

- Custom editing of provided assets.
- Use of stock photography or video to fill any gaps.
- Professional editing and branding in line with your marketing goals.
- Finalized 30s spot in the aspect ratio of your choosing.

EXTEND YOUR RECRUITMENT REACH WITH FACEBOOK & INSTAGRAM

Harness the combined strength of Facebook and Instagram to reach prospective employees. These platforms offer diverse, dynamic advertising solutions that offer the ability to target your unique recruitment objectives.

EXPANSIVE REACH & ENGAGEMENT

Utilize Facebook's vast network and Instagram's highly engaged community to broaden your advertising impact. Whether targeting broad audiences or niche segments, these platforms ensure your message resonates with the right people, at the right time.

SOPHISTICATED TARGETING

Dive into detailed targeting options, leveraging user data from both platforms to refine your audience based on demographics, interests, behaviors, and more. Tailor your campaigns for precision and relevance, enhancing the user experience and campaign performance.

CREATIVE FORMATS FOR ANY OBJECTIVE

Choose from an array of ad formats to suit your campaign goals and creative style. From Facebook's interactive Carousel and Collection ads to Instagram's visually captivating Stories and IGTV ads, there's a format to engage your audience and drive action.

PROVEN EXPERTISE

Our in-house social campaign managers combine deep industry knowledge, strategic innovation, and data-driven insights with creative storytelling and agile adaptability. They are committed to driving excellence, ensuring your brand's story achieves measurable success.

TIKTOK ADS

TikTok, a leading destination for short-form mobile video, offers a creative playground for users and advertisers alike. With its diverse, global community, TikTok Ads provide a dynamic platform for brands to engage with audiences through authentic, creative content that entertains, informs, and inspires.

UNPARALLELED ENGAGEMENT

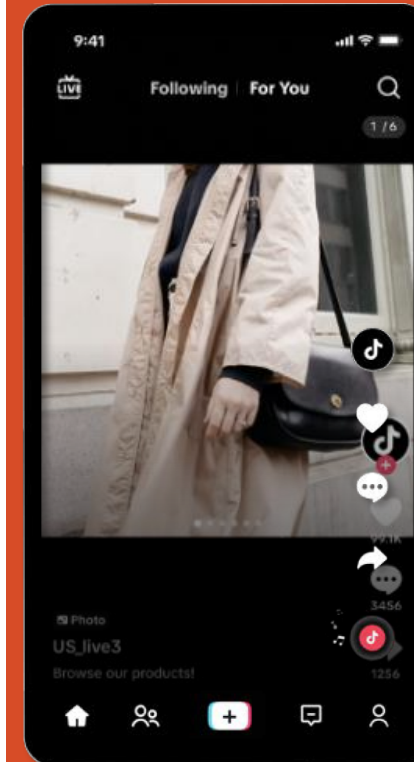
TikTok's unique algorithm delivers highly personalized content, keeping users engaged and ensuring your ads reach those most interested in your message. This level of engagement makes TikTok an ideal platform for brands looking to capture attention in a creative, interactive way.

AUDIENCE TARGETING

With advanced targeting options, reach your ideal audience based on demographics, interests, behaviors, and more. TikTok's robust analytics allows us to track campaign performance, optimize in real-time, and measure ROI effectively.

VIDEO AND IMAGE AD FORMATS

TikTok's In-Feed Ads blend seamlessly into the user's 'For You' page, offering a native advertising experience through captivating videos or engaging image carousels. This format encourages active interaction and offers brands a dynamic canvas to tell their stories, drive awareness, and spark user engagement.



RECRUIT NEW EMPLOYEES THROUGH TARGETED EMAIL

Email Marketing remains one of the most effective digital marketing strategies, offering a direct line to your audience's inbox. It allows for personalized communication, including industry and job title targeting. This is a powerful tool for building relationships, enhancing brand awareness, and driving conversions.

DIRECT & PERSONALIZED COMMUNICATION

From personalized greetings to content tailored to individual preferences and behaviors, email can resonate more deeply with recipients, fostering a stronger connection with your brand.

SEGMENTATION & TARGETED AUDIENCE

Leverage detailed segmentation to categorize your audience based on demographics, past behaviors, engagement levels, and more. This targeted approach ensures that your messages are relevant to each segment, increasing open rates, engagement, and ultimately, conversions.

INTEGRATED CROSS-CHANNEL TARGETING

Maximize reach with our cross-channel targeting. Use email recipient lists for social, digital display ads, and CTV or integrate postal files for direct mail. Provide your CRM or direct mail data for targeted email campaigns, ensuring cohesive messaging across all channels.

Additional fees apply

ICHS International Community Health Services

Now Hiring!

If you are passionate about social justice and health equity, we are always looking for health professionals to join our team!

International Community Health Services (ICHS) is a non-profit community health center dedicated to providing high quality health services for Seattle's diverse communities.

We offer competitive pay, great benefits, and a diverse and inclusive clinic culture devoted to excellence.

- Competitive Pay
- 100% Paid Health & Dental Insurance
- Sign-On Bonuses
- Licensure Covered
- Automatic 4% retirement contribution
- Employee Wellness Programs

Minimum deployment quantity of 25K is required.



THANK YOU

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