A Step-by-Step Guide
To Placing
Ads in the Washington
Post Using
washingtonpost.com/jobs

Placing Print Ads via washingtonpost.com/jobs

STEP 1: Sign In

- Go to www.washingtonpost.com/recruit
- <u>If you have an existing employer account</u>, log in using your username and password.
- <u>If you have not registered on the site before</u>, click the "New User?" link to set up your account.

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Step 2: Place Your Ad

- Once logged into the site, click "Create a new ad" to begin building your ad
- Or, click "Edit current ads" to view and edit ads you've already purchased

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Step 3: Select where your ad will run (print and/or online)

■ Click "Get Started" in the Newspaper area

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Step 4: Create Your Ad

■ Select the Run Location, Ad Type and Keyword. All three fields are required

■ Run Location: Whether the job advertised is inside or outside the local area

■ Ad Type: Which section of Jobs you want the ad listed in (General Jobs, Education, Tech, etc.)

■ Keyword: Which alphabetical category within Jobs you want the job grouped in (Administrative, Dental, Sales, etc.)

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Step 5: Select Your Template

■ Select from up to eight designs, each with different options for borders, multiple listings, and multiple columns.

■ Click "Details" next to any template for more information

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Step 6: Schedule and Compose Your Ad (part 1 of 2)

- Select your run date(s) by clicking the desired date(s). Your selections will automatically appear in the box on the right side of the page

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Step 6: Schedule and Compose Your Ad (part 2 of 2)

■ Compose your ad using the available fields. These fields will vary depending on the design options you selected on the previous page. You may cut and paste text; if some characters do not paste accurately, simply delete the character and re-type it.

Select one of your logos for your ad. If you don't have saved logos and would like to add one, call 202-334-4100.

Increase or decrease font size.

The preview pane will automatically update to show how your ad will appear in the newspaper.

Click "Print Preview" see a preview of your ad that can be printed, e-mailed or faxed.

Compose

Company Logo: ADD

Title Line:
Office Manager

Body Copy:
Small Arlington non-profit seeks experienced office manager with good organizational skills & good computer skills. Responsible for reception, facility management & more. Send resume to jobs@ washingtonpost.com or fax to 703-555-5555.

Company Logo: ADD

Signature 1:
ABC Nonprofit

Signature 2:
EOE

How Your Ad Will Appear in the Newspaper   (Turn off preview)

Administrative

Office Manager
Small Arlington non-profit seeks experienced office manager with good orga-nizational skills & good computer skills. Respon-sible for reception, facili-ty management & more. Send resume to jobs@ washingtonpost.com or fax to 703-555-5555.

ABC Nonprofit
EOE

Line Count: [19]   Print Preview

Current Price
Reflecting **Package Options** $577.22

BACK   CONTINUE

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Step 7: Include your ad in Express

■ Express is Washington Post's weekday tabloid distributed for free at heavily populated commuter areas (Metro stations, bus stops, etc.). Express readership are the often difficult-to-reach Metrorail riders, adults in Metro-serviced neighborhoods and people who work or live in urban locations. Express is read by over 260,000 on-the-go adults daily and is a great way to boost the effectiveness your print or online ad

If you don't want your ad to run in Express, simply click "No Thanks".

To run your ad in Express, select your date(s). Then review the text below and click "Checkout".

The text from your Washington Post ad will automatically appear. You may edit this text as needed.

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Step 8: Review your order

- This page reflects the total cost of your Washington Post ad. If you added Express to your order, that total will appear here, as well

- If you received a promotional code to receive discounts on newspaper products, you may enter it on this page

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Step 9: Use additional online recruiting tools

- This page allows you to take advantage of washingtonpost.com's online recruiting solutions, including prepaid online job listings, access to 250,000+ D.C.-area resumes, etc.

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Step 10: Review your order

■ This page reviews the total cost for your entire order, including all newspaper and online products

Don't forget to check the box to agree to terms and conditions.

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Step 11: Pay for your ad(s)

■ Enter credit card or Washington Post Billing Account information

■ Note: If you are an agency, you will be prompted to select a client from a drop-down menu.

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Step 12: View your receipt

- You may print this page for your records
- You will also receive an e-mail confirmation of your purchase

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View your ads

- This page displays all of your current online and print ads
- You may find the newspaper ad ID for your newspaper ads by either:
    - Clicking "History for this ad" next to a single newspaper ad
    - Clicking "View history for all newspaper ads" at the bottom of the page

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Manage your newspaper ads

- This page lets you do the following:
    - Find the print ad ID
    - Renew or repeat an ad that has run in the past
    - View an ad as it appears in the newspaper
    - Run a print ad on washingtonpost.com
    - Edit a print ad before its first run date

This is your newspaper ad ID. You will need this number when referencing this ad via telephone.

This is your ad text. To see a proof of how it will appear in the newspaper, click "View" to the right.

Use these links to:

-Renew an ad

-View a proof

-Run a print ad on washingtonpost.com

-Edit an ad prior to its first run date

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Frequently Asked Questions

- What are the order deadlines?
    - The same order deadlines apply whether you are ordering your ads through the web site or over the phone. For example, the deadline for a Sunday ad is 1pm on Friday.

- I want to add a logo to my newspaper ad, and I don't see the logo I want on the ad set up page. How do I add a logo?
    - Simply call 202-334-4100, and a customer service agent will add the logo to your account. Within 1 to 2 business days of your request, the logo will be available for use in your print ads.

- I just ordered a newspaper ad and I need to change it. What do I do?
    - You can edit your ad at any time prior to its first run date through the web site. Go to "Manage Listings", click "View History for All Newspaper Ads", and click "Edit" next to your ad. You may also call a customer service agent at 202-334-4100 and reference your newspaper ad ID.

- How do I find my newspaper ad ID?
    - After logging in to your account, click "Manage Listings" at the top of the page. Then click "View History for All Newspaper Ads" at the bottom of the page. Your newspaper ad ID will appear next to each ad you've ordered.

- When I look for my newspaper ad ID, I see the words "Processing…" Where is my ad ID?
    - Immediately after you place your order, our system creates an ad ID for you. This may take several minutes, during which time you'll see "Processing…" on the newspaper ad history page. Simply refresh the page (or visit later) and you will see your ad ID.

Other questions? Contact us at 703-469-2678 or jobshelp@washingtonpost.com

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