

# planting

...THE SEEDS FOR YOUR  
RECRUITMENT SUCCESS BEGINS TODAY.

**Bayard Advertising Agency, Inc.** began in 1923 and is now one of the oldest and most highly-respected agencies in the country with continual growth and expansion. Our history has not only laid our foundation and taught us valuable lessons, it has also reinforced our conviction that to succeed we must evolve with the changing times while keeping a keen eye on the future.

## Why Should You Use Bayard Advertising?

We know how busy you are, and to make your life easier, we have made placing your recruitment ads as easy as one two three! Bayard Advertising offers a full range of recruitment services, each designed to maximize your recruitment campaign and efforts. We coordinate the writing and placement of all your ads (local, national and/or international), informing you of deadlines and rates. Simply call, fax or e-mail your account executive with the ad request.

## Our Staff

We are specialists in recruitment advertising. Our customer-oriented Account Executives know the ins-and-outs of the business. Our Creative staff members are experts in developing solid employment brands, and our Management Staff has a tenure of more than 20 years.

## Our Free Services

- Copywriting for ads placed through Bayard
- Brand management – we make sure your message is consistent
- Account consultation
- Strategy development
- ROI tracking/consultation
- Media planning/scheduling
- Media buying
- Media relations – including contract and rate negotiation
- Monthly industry and trends updates
- Secondary market and media research
- Customized billing
- Customized expenditure reports
- Established credit worldwide for easy media placement
- Proofs and estimates prior to ad placement
- Prompt claims made on your behalf when necessary

## How We Work

Bayard Advertising receives commission from papers such as the Star Tribune among other print, internet and broadcast sources. If the media doesn't offer us compensation, you can either place the ad directly, or for 15%, we can place it for you.

## Deadlines

Deadlines will vary by media type. Bayard Advertising has an extensive database of more than 3,000 advertising opportunities, which allows us instant access to important information such as rates and deadlines.

## Online Advertising

We can post your position on a variety of national and/or specialty web sites, including Monster, CareerBuilder, HotJobs and more.

## Other Media

As a full service agency we can assist with your advertising needs in print, broadcast, online and alternative media. We are here to make your life easier and your recruitment a success!

## AD PLACEMENT MADE EASY IN 3 SIMPLE STEPS

### STEP ONE

To place an ad contact  
your Account Executive

**Sally Alar**

Phone: 952.703.2502

sallya@bayardad.com

Fax: 952.881.2266

### STEP TWO

Sally will write and format  
your ad. She will then  
contact you with an  
estimate

for requested and  
recommended publications  
and/or other media.

### STEP THREE

Contact Sally to approve the  
ad or request editing. Upon  
receipt of your approval, we  
will proof, place and confirm  
your ad with the  
corresponding media.

**bayard**  
advertising agency, inc.