



3-MINUTE IDEA EXCHANGE

2022 1ST PLACE Winner

Help Wanted Section – Kari Jurrens

Kari Jurrens worked with the team at New Century Press to grow a strong Help Wanted section last year.

Kari wanted to help her customers reach a wider market to help fill their open positions. And, she wanted to do it in a way that would be noticed by the readers. That desire led to the creation of their Help Wanted section.

To ensure her customers were reaching a broader market the tab section was printed and inserted into all three of their publications. The rate was adjusted to make sure it remained affordable and all ads ran in full color.

As an added bonus larger advertisers received editorial space in which they could tell readers why they would want to work for their company. Some companies chose to share details about their culture, others focused on pay and benefits. Whatever they chose to share, the articles shed a bright light on the featured advertiser and have been successful in getting more people to apply for open positions.

The original goal was to run the section every quarter – but the advertisers were begging to have it more often as the employment market is so tight right now. So, New Century Press publishes the section on a monthly basis.

When NCP started the section it was grossing \$2,500-\$3,000 per issue. That amount has grown exponentially and continues to grow. This month the billing will be over \$4,000.

To help make the entire process easier Kari recommends that you allow yourself a very short selling window. The reason – the companies all have a great need to get their message out. And, having a tight window ensures that the positions that are listed are current. (Plus, we all know customers are never ready until 10 minutes before deadline....or a couple of hours after!)

If you'd like more info on this section feel free to reach out to Kari. Her email is: kjurrens@ncppub.com or by phone at: 712.472.2525.

p.s. Kari also shared that the quality ads her graphics team created were instrumental in helping sell the ads—and in increasing readership and response. So, thanks graphics!! We look forward to seeing more of your award-winning ads in next year's Ad Competition!