

# EXISTING MARKET STUDY

MARKET RESEARCH AND MEDIA PLAN FOR EXISTING STORES



*Prepared for:*

*Lowe's Home Improvement  
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RESEARCH

DEMOGRAPHIC STATISTICS

POPULATION OF CITY METRO

Total population . . . . . 3,398,051

SEX AND AGE

Totals	
Male . . . . .	48.1%
Female . . . . .	51.9%
18 years and over . . . . .	77.5%
Male . . . . .	36.6%
Female . . . . .	40.9%
21 years and over . . . . .	73.5%
62 years and over . . . . .	15.2%
65 years and over . . . . .	13.1%
Male . . . . .	5.2%
Female . . . . .	7.9%

RACE

White . . . . .	82.5%
Black or African American . . . . .	7.0%
American Indian and Alaska Native . . . . .	0.2%
Asian . . . . .	4.9%
Native Hawaiian and Other Pacific Islander . . . . .	<.1%
Some other race . . . . .	3.0%
Hispanic or Latino (of any race) . . . . .	6.0%

MARITAL STATUS

Population 15 years and over . . . . .	2,752,934
Never married . . . . .	33.4%
Now married, except separated . . . . .	50.6%
Separated . . . . .	1.8%
Widowed . . . . .	6.6%
Divorced . . . . .	7.5%

LANGUAGE SPOKEN AT HOME

Population 5 years and over . . . . .	3,188,397
English only . . . . .	80.2%
Language other than English . . . . .	19.8%
Spanish . . . . .	5.7%
Speak English less than ••very well•• . . . . .	2.5%
Other Indo-European languages . . . . .	9.4%
Speak English less than ••very well•• . . . . .	3.5%
Asian and Pacific Island languages . . . . .	3.7%
Speak English less than ••very well•• . . . . .	2.0%

**LIFE STYLE STATISTICS**

**EDUCATIONAL ATTAINMENT (PERSONS 25+)**

<b>Population 25 years and over</b> . . . . .	<b>2,318,537</b>
Less than 9th grade . . . . .	4.8%
9th to 12th grade, no diploma. . . . .	8.0%
High school graduate (includes equivalency). . . . .	24.8%
Some college, no degree. . . . .	16.1%
Associate degree. . . . .	6.7%
Bachelor's degree . . . . .	22.6%
Graduate or professional degree . . . . .	16.9%
Percent high school graduate or higher . . . . .	87.1%
Percent bachelor's degree or higher . . . . .	39.5%

**SCHOOLS & ENROLLMENT**

<b>Population 3 years and over enrolled in school.</b> . . . . .	<b>920,481</b>
Nursery school, preschool . . . . .	7.3%
Kindergarten. . . . .	4.9%
Elementary school (grades 1-8) . . . . .	38.3%
High school (grades 9-12) . . . . .	18.7%
College or graduate school . . . . .	30.8%

**MEANS OF TRANSPORTATION TO WORK**

<b>Workers 16 years and over</b> . . . . .	<b>1,708,152</b>
Car, truck, or van - - drove alone . . . . .	68.1%
Car, truck, or van - - carpooled. . . . .	8.2%
Public transportation (including taxicab) . . . . .	13.9%
Walked. . . . .	5.3%
Other means. . . . .	1.1%
Worked at home . . . . .	3.4%
Mean travel time to work (minutes) . . . . .	28.8 Minutes

EMPLOYMENT STATISTICS

EMPLOYMENT STATUS

<b>Population 16 years and over</b> .....	<b>2,713,633</b>
In labor force .....	67.1%
Civilian labor force .....	67.0%
Employed .....	64.2%
Unemployed .....	2.9%
Percent of civilian labor force .....	4.3%
Armed Forces .....	0.1%
Not in labor force .....	32.9%
 <b>Females 16 years and over</b> .....	 <b>1,429,327</b>
In labor force .....	61.3%
Civilian labor force .....	61.3%
Employed .....	58.7%
 <b>Have children under 6 years</b> .....	 <b>244,861</b>
All parents in family in labor force .....	58.9%

INDUSTRIES

Agricultural, Forestry , Fishing & Hunting, and mining .....	0.3%
Construction .....	5.0%
Manufacturing .....	9.9%
Wholesale trade .....	03.1%
Retail trade .....	10.4%
Transportation and warehousing, and utilities .....	4.0%
Information .....	4.4%
Finance, insurance, real estate, and rental and leasing .....	9.7%
Professional, scientific, management, administrative, and waste management services .....	14.2%
Educational, health and social services .....	23.9%
Arts, entertainment, recreation, accommodation and food services .....	6.6%
Other services (except public administration) .....	4.3%
Public administration .....	4.2%

OCCUPATIONS

Management, professional, and related occupations .....	46.1%
Service occupations .....	13.1%
Sales and office occupations .....	25.8%
Farming, fishing, and forestry occupations .....	0.2%
Construction, extraction, and maintenance occupations .....	6.4%
Production, transportation, and material moving occupations .....	8.4%

INCOME STATISTICS

INCOME

<b>Families</b> .....	<b>1,320,022</b>
Less than \$10,000 .....	8.2%
\$10,000 to \$14,999 .....	4.9%
\$15,000 to \$24,999 .....	9.0%
\$25,000 to \$34,999 .....	9.5%
\$35,000 to \$49,999 .....	13.6%
\$50,000 to \$74,999 .....	19.5%
\$75,000 to \$99,999 .....	13.5%
\$100,000 to \$149,999 .....	12.7%
\$150,000 to \$199,999 .....	4.3%
\$200,000 or more .....	4.7%
Median family income (dollars) .....	55,234
Per capita income (dollars) .....	29,246

**Median earnings (dollars):**

Male full-time, year-round workers .....	46,770
Female full-time, year-round workers .....	35,466

## RADIO STATISTICS

### AGES 18-35

Rank/	Station	Format	Dial	Cume
1	WJMN-FM	Hip Hop	94.5	304,100
2	WXKS-FM	Top 40	107.9	227,500
3	WBCN-FM	Alternative	104.1	201,700
4	WBMX-FM	Hot AC	98.5	191,500
5	WQSX-FM	Rhythmic Oldies	93.7	146,500
6	WMJX-FM	AC	106.7	132,800

### AGES 25-44

Rank/A 25-44	Station	Format	Dial	Cume
1	WXKS-FM	Top 40	107.9	270,000
2	WBMX-FM	Hot AC	98.5	238,400
3	WMJX-FM	AC	106.7	198,000
4	WBCN-FM	Alternative	104.1	190,700
5	WJMN-FM	Hip Hop	94.5	190,700

### Ethnic Composition

Total Listening population ages 12 and over : 3,839,000

<u>Ethnic Group</u>	<u>Population</u>	<u>Percent</u>
Black	214,984	5.6%
Hispanic	199,628	5.2%
Asian	161,238	4.2%



OBSERVATIONS

### SITUATIONAL ANALYSIS

- BOSTON IS A MAJOR CITY WITHIN THE UNITED STATES.
- 68.1% OF PEOPLE IN BOSTON DRIVE TO WORK.
- THE MEDIAN COMMUTE TIME IS OVER 28 MINUTES.
- THE UNEMPLOYMENT RATE FOR THE BOSTON METRO AREA IS 4.6%
- 10.4% OF BOSTONIANS WORK IN RETAIL.
- 4.0% OF WORKERS WORK IN A WAREHOUSE RELATED FIELD.
- 46.1% OF WORKERS ARE MANAGEMENT OR RELATED PROFESSIONALS
- 13.1% OF WORKERS ARE IN SERVICE.
- 5.4% OF WORKERS ARE IN CONSTRUCTION
- 13.9% OF BOSTONIANS USE PUBLIC TRANSPORTATION.

OPPORTUNITIES

OPPORTUNITIES

- Boston's has a high percentage of public transportation usage. Transit advertising would be very useful in staffing this market.
- The internet can be utilized to blanket Boston's wide geographic area.
- Atlanta has two major newspapers that covers the metro area.
- Atlanta has one major mass transit system that is used for public transportation across the metro.

# SOURCING STRATEGY

**PRINT MEDIA**

RECRUITMENT SOURCING HAS RELIED ON PRINT ADVERTISING FOR DECADES. IN THE WEST, PRINT MEDIA IS CONSIDERED A SECONDARY CHOICE TO THE INTERNET. HOWEVER, IN THE EAST OF THE COUNTRY, PRINT IS STILL THE NUMBER ONE METHOD FOR SOURCING CANDIDATES.

**Boston Globe**

BOSTON'S MAJOR NEWSPAPER

Established: Daily 1872, per copy .50. Sunday 1877, per copy 2.00.

CIRCULATION

	Total	CZ	RTZ	Other
Morn (Mon-Fri)	467,745	206,759	165,718	95,268
Sat	448,044	192,775	159,085	96,184
Sun	705,727	289,437	254,608	161,682
Unpaid dist. (not included above):				
	Morn Total 6,104;			
	Sat Morn Total 5,745			
	Sun Total 7,838.			

**Boston Herald**

Established Daily 1813; Sunday 1904. Per copy daily .50; Sunday 1.75.

CIRCULATION

	Total	CZ	RTZ	Other
Morn (Mon-Fri)	242,957	131,276	57,504	54,177
Sat	192,277	98,179	44,804	49,294
Sun	158,786	83,778	41,349	33,659

**Boston Metro**

Established 2001. Per copy free.

CIRCULATION

Morn except Sat. & Sun.	167,052
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**Boston Employment Guide**

Established 2001. Per copy free.

CIRCULATION

Morn except Sat. & Sun.	167,052
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**Boston Job Source**

Established 2001. Per copy free.

CIRCULATION

Morn except Sat. & Sun.	167,052
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**OTHER COMMUNITIES NEAR BOSTON WHERE WE CAN LOOK FOR SMALLER MEDIA OPTIONS:**

- Beverly
- Danvers
- Peabody
- Wakefield - Daily Times
- Sangus
- Lynn - Daily Item
- Melrose
- Malden - Evening News
- Evertt
- Revere
- Chelsea
- Woburn - Daily Times Chronicle
- Medford - Daily Mercury
- Lexington
- Arlington
- Belmont
- Waltham
- Cambridge
- Watertown
- Newton
- Brookline
- Wollesley
- Needham
- Dedham
- Miltorr
- Quincy - Patriot Ledger
- Brantree
- Weymouth
- Somerville

**OTHER MASSACHUSETTS NEWSPAPER GROUPS**

- Essex County Newspapers
- Athol Daily News
- Brockton Enterprise
- Fitchburg Sentinel & Enterprise
- Framingham MetroWest Daily News
- Gardner News
- Gloucester Daily Times
- Hyannis Cape Cod Times
- Lawrence Eagle-Tribune
- Lowell Sun
- Newburyport Daily News
- Salem News
- Southbridge Evening News
- Worcester Telegram & Gazette

**NEW HAMPSHIRE NEWSPAPERS**

- Concord Monitor
- Dover / Foster's Daily Democrat
- Keene Sentinel
- Laconia The Citizen
- Manchester New Hampshire Sunday News
- Manchester Union Leader
- Nashua The Telegraph
- Portsmouth Herald

**VERMONT NEWSPAPERS**

- Brattleboro Reformer

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**DIVERSITY SPECIFIC MEDIA**

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Publication	Ethnicity	Language	Distribution Area	Circ	Freq
BAY STATE BANNER	African-American	English	Roxbury,Dorchester,Mattapan,South End,Cambridge, Downtown Boston,Jamaica Plain,Hyde Park	21,000	Weekly (Th)
SAMPAN NEWSPAPER	Chinese	Bilingual	Boston, Quincy, Malden, Allston, Newton, Brookline, Cambridge	7,000	2X Monthly
SING TAO DAILY BOSTON EDITION	Chinese	Foreign	Boston	15,000	Daily
LA SEMANA	Hispanic	Spanish	Boston,Chelsea,Lawrence,Springfield	10,000	Weekly (Th)
EL MUNDO, NAHP	Hispanic	Spanish	Boston,New England,Cambridge	30,000	Weekly (Th)
O JORNAL	Portuguese	Bilingual	Massachusetts and Rhode Island	16,000	Weekly (W)
PORTUGUESE TIMES	Portuguese	Foreign	Southeastern Massachusetts and Rhode Island	16,000	Weekly (Th)

**BROADCAST MEDIA**

**RADIO ADVERTISING CAMPAIGN**

Due to the 28+ minutes median drive time, Radio is an extremely viable sourcing media. It is highly effective for sourcing a large number of candidates in a relatively short amount of time.

**WBMX-FM 98.5**

Cost Per Week: \$10,600.00

Format: Hot AC

Day	Time	:60's
W-F	6a-10a	4
W-F	10a-3p	5
W-F	3p-7p	5
W-F	7p-12m	7
W-F	5a-10a	2
W-Sa	6a-12m	4
Sa	5a-5a	5
	Totals:	32

**WMJX-FM 106.7**

Cost Per Week: \$15,200

Format: AC

Day	Time	:60's
M-F	6a-10a	5
M-F	10a-3p	4
M-F	3p-7p	5
M-F	7p-12m	4
Sa	6a-8p	3
Su	6a-8p	4
	Totals:	25



**WXKS-FM 107.9**

Cost Per Week: \$10,700

Format: Top 40

Day	Time	:60's
W-F	6a-10a	2
W-F	3p-7p	3
W-F	10a-3p	6
W	6a-9a	1
W-Sa	6a-8p	4
W-Sa	6a-12m	3
W-Sa	7p-12m	5
W	6a-9a	1
Sa	6a-7p	8
	Totals:	33

**WBCN-FM 104.1**

Cost Per Week: \$12,000

Format: Alternative

Day	Time	:60's
W-F	6a-10a	5
W-F	10a-3p	7
W-F	3p-7p	5
W-F	7p-12m	5
Sa	6a-7p	5
	Totals:	27

**WQSX-FM 93.7**

Cost Per Week: \$12,500

Format: Rhythmic Oldies

Day	Time	:60's
W-F	7a-10a	8
W-F	10a-3p	8
W-F	3p-6p	8
W-F	6a-10p	3
Sa	6a-7p	8
	Totals:	35

## **RADIO EXPENDITURES SUMMARY**

A full radio campaign would cover male and female candidates, ages 18 to 65, minority, and diversity. It was also be very powerful in establishing public awareness of the new store as well as presenting the recruitment message. The summary below is for a full, one week campaign, saturating the market with Lowe's new store message. When deciding a course of action, different stations can be chosen to run on alternating weeks to have the campaign last a month or longer.

• WXKS-FM	\$ 10,700.00
• WBCN-FM	\$ 12,000.00
• WBMX-FM	\$ 10,600.00
• WQSX-FM	\$ 12,500.00
• WMJX-FM	\$ 15,200.00

<b><u>TOTAL:</u></b>	<b>\$61,000.00</b>
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## **CABLE TV ADVERTISING CAMPAIGN**

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Cable TV Advertising has become popular in recruitment advertising based primarily on the fact that it is inexpensive when compared to network television advertising. Television is the best for of advertising in that it impacts the candidate both visually and aurally at the same time. Excellent for company branding and getting a company's recruitment message to the public.

### **CABLE TELEVISION OF BOSTON**

**Subscribers: 1.9 Million**

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<b>NETWORK</b>	<b>DAYPART</b>	<b>PROGRAM</b>	<b># OF SPOTS</b>	<b>COST PER SPOT</b>
USA	Mon-Sun 6p-12a	Prime Rotator / Movie	2	\$1000.00
LIFETIME	Mon-Sun 6p-12a	Prime Rotator / Movie	2	\$1200.00
TNT	Mon-Sun 6p-12a	Prime Rotator / Movie	3	\$1000.00
ESPN	Mon-Sun 6p-12a	SportCenter / Sports	4	\$1200.00
FOX NEWS	Mon-Fri 6a-9a	Fox & Friends	10	\$250.00
	Mon-Fri 7p-12a	Fox Report / O'Reilly / News	8	\$400.00
LEARNING	Mon-Sun 6p-12a	Prime Rotator	4	\$800.00
CNN	Mon-Sun 6p-12a	News	5	\$800.00
BET	Mon-Sun 6p-12a	Prime Rotator	8	\$500.00
DISCOVERY	Mon-Sun 6p-12a	Prime Rotator	2	\$1000.00
FOX SPORTS	Mon-Sun 7p-12a	Various Sports	2	\$1500.00
WEATHER	Mon-Fri 6a-9a	Morning Weather	5	\$250.00

**Number of Spots / Weekly: 55**

**Cost Per Week: \$35,350.00**

## SOURCING STRATEGY

### THEATER CAMPAIGN

Theater advertising is relatively inexpensive and yet very effective due to the captive state of the audience. Similar to other advertising, this media is excellent for company branding and cultivating public awareness of the new store in addition to recruitment sourcing. Your full color advertisement is part of an entertaining, professional slide program viewed by the audience in a comfortable setting, reaching your demographics in a receptive mood without clutter or distractions. Direct, fun and focused, your attractive slide message will be viewed 3X on the large screens, for approximately 10 seconds each, before every showing in your selected theaters, seven days a week.



Theatre Name	Scrns	City	Zip	Screen Rate	Wkly Rate
Boston Common	19	Boston	02111	\$35.00	\$665.00
Cleveland Circle Showcase	7	Brookline	02135	\$35.00	\$245.00
Copley Place	11	Boston	02116	\$35.00	\$385.00
Dedham Showcase	12	Dedham	02026	\$35.00	\$420.00
Fresh Pond	6	Cambridge	02138	\$35.00	\$210.00
Harvard Square	5	Cambridge	02138	\$35.00	\$175.00
Lawrence 1-6 Showcase	6	Lawrence	01843	\$35.00	\$210.00
Lawrence 7-14 Showcase	8	Lawrence	01843	\$35.00	\$280.00
Liberty Tree Mall 20	20	Danvers	01923	\$35.00	\$700.00
Lowell Showcase	14	Lowell	01853	\$35.00	\$490.00
MWR Activity Center	1	Cape Cod	02542	\$35.00	\$35.00
Methuen	20	Methuen	01844	\$35.00	\$700.00
Natick	6	Natick	01760	\$35.00	\$210.00
Randolph Showcase	16	Randolph	02368	\$35.00	\$560.00
Revere Cinemas Showcase	20	Revere	02151	\$35.00	\$700.00
Woburn Showcase	14	Woburn	01801	\$35.00	\$490.00
Worcester Showcase	18	Worcester	01601	\$35.00	\$630.00

### OUTDOOR CAMPAIGN

#### BILLBOARDS

Billboard advertising is particularly effective in markets where the commute time is high. Commuters listen to the radio and read billboards to help pass time while in traffic.

Discounts are available based on timing, location, availability, and no. of boards purchased. With billboards, we will supply you with a charted list once you have an idea as to when the program would start ... as availability changes so much every day.

In this DMA, a general market planning rate for **1-month display** can vary depending on location; general market planning rates along the major highways are \$12-20,000/unit/mo. for a permanent site. A **3 month general planning** rate to achieve a 10 GRP is 7 billboards estimated @ \$14,000.00 each unit, space only. With a 10 GRP, 1 out of every 10 people in the market over 18 years old would view the billboard program. You may also purchase single units.

Please note: **Airport Billboards** are located on a Highway almost immediately after leaving the Airport, and all vehicles will utilize this Highway to travel through the Sumner Tunnel to downtown Boston. One location in particular targets traffic both ways: leaving the Airport heading into downtown Boston and leaving downtown heading back to the Airport. In general, they are sized 14' high x 48' wide, and illuminated. The estimated rate starts at \$25,000.00 for a 1-month period, including production. These locations are in high demand and can be difficult to obtain; plans for its use should be made as soon as possible.

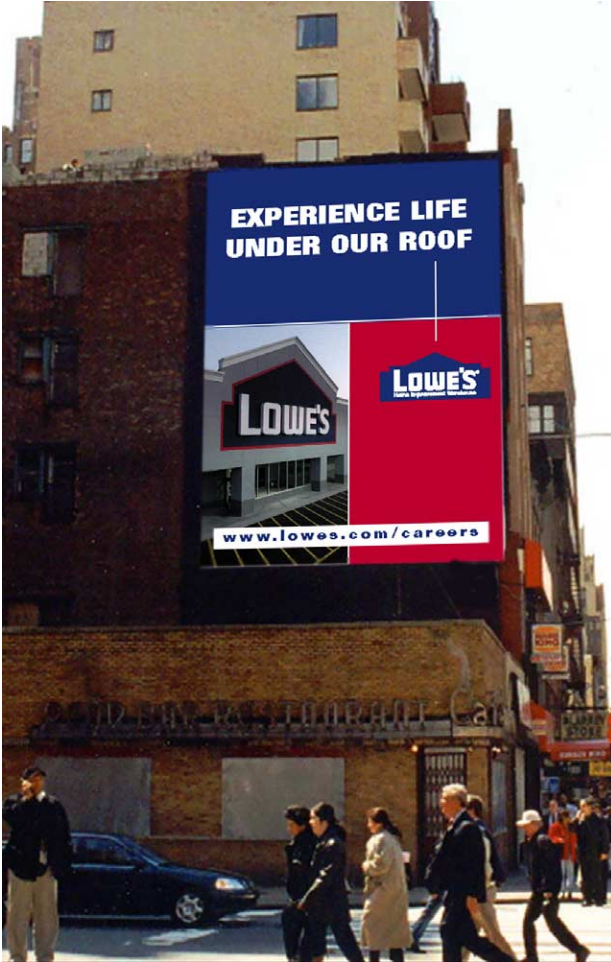
Another way to saturate a large area in a more cost effective manner is to employ a **Rotary Program**; it will rotate your message to a different location within the same geographic vicinity every 2 months. This is in comparison to a permanent location that is generally more expensive to buy. By rotating your copy, your message will potentially be seen by more of your target audience since you are covering a larger geographic area.

Design and production is estimated at \$1,900 for a 14' H x 48' W unit and \$3,100.00 for a 20' H x 60' W unit. Extensions or embellishments are also available in the designs.

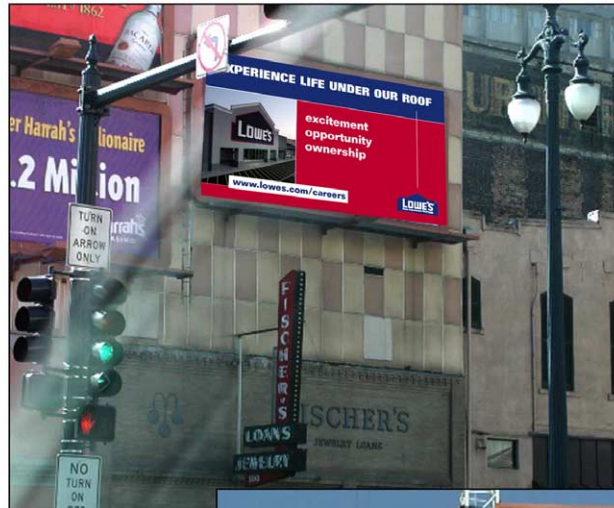


# POSTERING

Similar to billboards, postering has become a popular method of advertising. From wallscape to "mini-billboards" and more. This media is effective in reaching into where billboards cannot. Wallscape and postering will be quoted upon request.



## Target your audience with multiple locations



• Size:  
10.5'H x 22.6'W

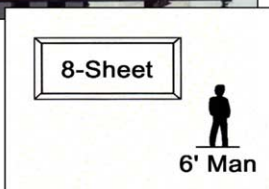


• Detail



• Copy Area:  
5'H x 11'W

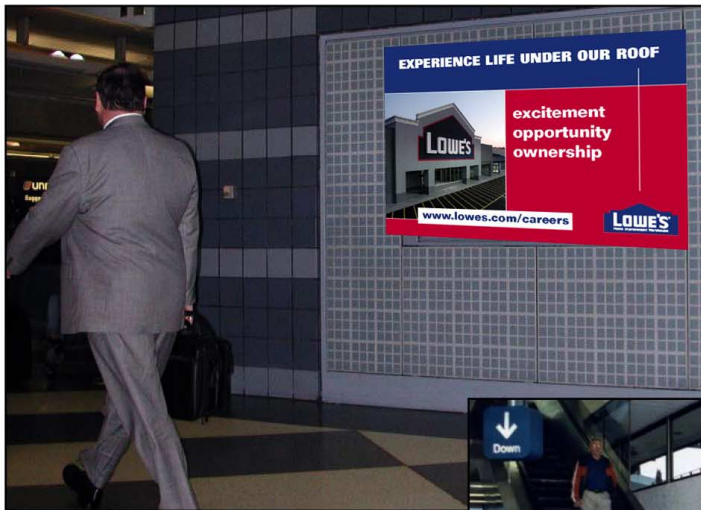
- Target Pedestrians as well as Motorists
- Excellent for penetrating neighborhoods and targeting demographic and socio-economic areas
- 8-sheets provide versatility for short-term seasonal and regional campaigns



# AIRPORT

Within the Airport, we can provide backlit Wall Dioramas that will target incoming arrivals. They are sized 43" H x 62" W. Each location is rated \$3,500/unit/mo on estimate. Production is quoted separately.

## ***Be read by arriving and departing passengers***



We can provide placement that gets read in a busy airport. Your recruitment / branding message near phones, escalators, and in baggage claim.



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## MOBILE BILLBOARD

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They are attention getting, one-piece Vehicles. Each vehicle has 2 Billboards, one facing to each side. The visual area of each Billboard is approximately 10' H x 22' W. These front-lit vehicles can be used to target your selected audience in a highly focused manner. It's schedule would be totally customized and could be changed, given several days notice, to refocus your efforts on special events, tourist attractions, evening activities, corporate complexes, sporting events, etc. And the Driver is available for handouts at all times when the vehicle is parked during its schedule. The rate for 50 hours per week is estimated to be \$5,800.00, including production of 2 copies from 1 creative.

Combine this with a Backlit Mobile Billboard and your message will really shine at night! There are 2 styles to choose from:

- A one-piece Vehicle with 2 Billboards, one facing to each side of the vehicle is available. The visual area of each Billboard is approximately 8' H x 14' W. Usually the front & back panels are bonused with this program.
- 3-sided, triangular display is towed from behind a truck. Each vehicle has 3 Billboards, the visual area of the 2 side panel Billboards are approximately 10' H x 20' W and the rear Billboard is approximately 10' H x 8' W.

Our rate for either a 2 or 3-sided Backlit Mobile Billboard is estimated at \$11,000.00, for 10 hours/day over a 4-day period, including production of 2 or 3 copies from 1 creative.





# BUS

There are Panels on each side of these Municipal Buses that deliver your message in local communities where other forms of Outdoor Advertising may be unavailable. There are many routes that can be identified to effectively target the local audience to create greater awareness of your product/service.

A 25 GRP (1 out of 4 will view your message daily) is equivalent to 125 bus panels; formats and rates available for a 1-month display are as follows:

- King Size Panels – They are located on either side of the Bus, sized 30”H X 144”W, and rated \$545 each on estimate.
- Taillight Displays – A panel, sized 18”H X 70”W, is located on the top of the bus backside; they are estimated at \$395 ea.
- Interior Cards – They are sized 11”H x 28”W, viewed by passengers only. A half showing of inventory is 475 cards; they are estimated at \$16,210.00.
- Full Bus Wrap – is available. Rates quoted upon request.

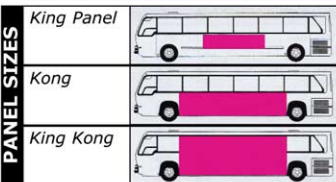
These estimated rates are for **space only**.



**Panel sizes shown:**  
**King** (above)  
**King Kong** (right)  
**Kong** (below)

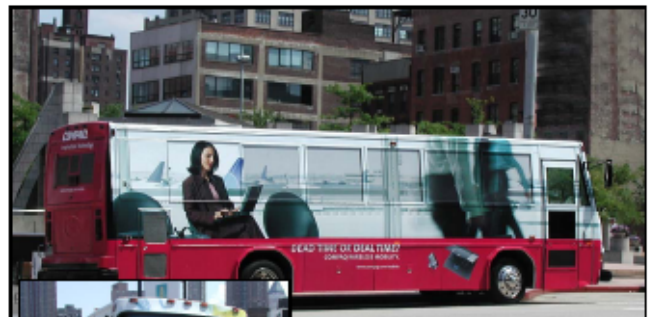


*Bus Panels are an excellent way to advertise where people live, work and play. Buses give you the opportunity to deliver your message to **large masses** of the general market on a **daily and repeated basis**.*



*These large eye-level displays can **make a powerful visual impact** that cannot be turned off as they slowly pass pedestrians and vehicular traffic.*

*Ask us about other Transit and General Market targeting media.*



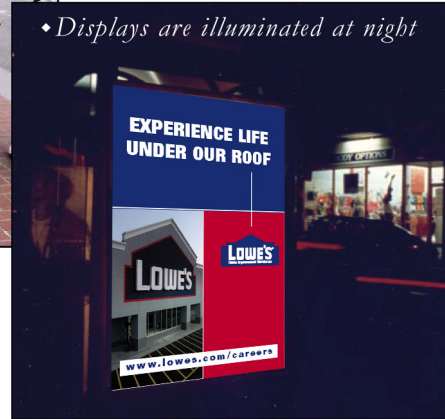
*• With advertising **wrapped on all 4 sides**, full wraps really make an impact as they slowly tour city streets or sit in a stationary location.*



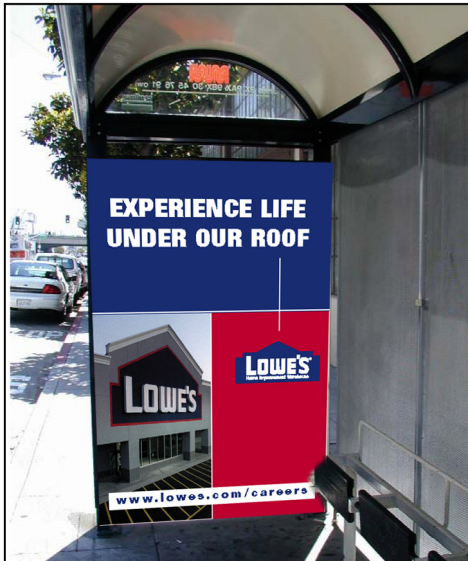
## BUS STOPS



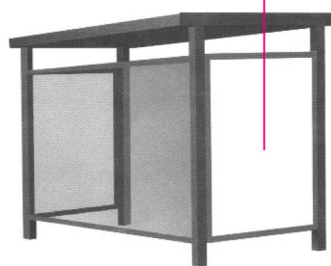
- ♦ Great eye-level visibility is provided with placement on heavily travelled arteries
- ♦ 24 hour visibility to both pedestrian and automobile traffic
- ♦ Display area is available on the inside facing or outside facing panel



- ♦ Displays are illuminated at night



- ♦ Approx. Display Dimensions:  
47.5 inches wide  
68.5 inches high



## GAS STATION ADVERTISING

Gas Station Advertising is a new media capturing the attention of everyone who drives a vehicle within the Boston area. There is an average of 82,000 impressions gathered from each gas station per month. Whether customers go inside to pay or whether they pay at the pump, your message will be viewed as the driver is exposed to your ad during the 4-5 minute fueling process. Each time the driver visits the gas station, the strong impression created will be reinforced. Each poster is sized 15”H x 23.875”W, and is located on top of the pump. There are 3 posters located in each gas station.

A package of 30 panels located within 10 Gas Stations chosen to target your demographics, is estimated at \$7,700.00, including production.

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## SUBWAY

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A popular means of transportation in this densely populated DMA that is reknown for it s gridlock. There are several media available; estimated rates are for a 1 month display:

- 2 Sheet Posters, sized 46" H x 60" W 25 GRP = 50 units/\$18,000
- Backlit Dioramas, sized 68.5" H x 47.5" W 50 GRP = 12 units/\$36,000
- Interior Cards, sized 22" H x 21" W 25 GRP = 90 units/\$7,600



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## SHUTTLE VEHICLES

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15 passenger Shuttle Vans routinely transport passengers between Boston's Logan Airport and the downtown Hotels. They pick up passengers every 15 minutes at the Airport daily, over a 20-hour period. Located on top of the Vans, there are 2 backlit panels, sized 31 3/4" H x 146" W. They stand out above vehicular traffic and are traveling in hard to reach areas of Boston.

In Boston, there are 75 altogether; a package of 20 would provide good visibility over a 2-week period. Estimated rate including 4-color production is \$32,100.00.

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## TAXIS

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Each Taxi features an illuminated 2-sided advertising panel, sized 14" H x 48" W. Receipts are also available. There are a total of 2,000 cabs in Boston, 500 of them have tops. Monthly rates, including production, are \$240/cab. We recommend a minimum buy of 100 tops for good visibility.

Taxi receipt distribution may be available; rates quoted upon request. *Please be advised that this can be a very effective program but there is no guarantee given the individual circumstances for distribution.*



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## MALL ADVERTISING

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Backlit Freestanding Kiosks or Wall Dioramas are placed in strategic locations in Malls that are frequented by your target audience. On average, 75% of all Americans go to a mall in close proximity to their home or office once a month. This affords an opportunity to reach them in a local and relaxed setting, where they may be more receptive to your message.



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## TRUCKSIDE ADVERTISING

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**Trucksides** are a very cost-effective means to deliver a message in a format that can saturate a selected area, either by geography or zip code. In Manhattan, for instance a 25-50 Truck campaign will yield plenty of impressions and creates the perception that your product/service has great mass. Promotional Handouts can be employed to heighten awareness of your company and product in designated locations. In general, we suggest employing 24' Trucks with 3 panel advertising displays: 2 side panels are sized 8' H x 24' W and the third rear panel is sized, 5.5' H x 7' W. Rates are quoted upon request.



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## WRAPPED VEHICLES

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Wraps display your advertising on a variety of vehicles, from a Bug to a Suburban. These vehicles once wrapped will travel their normal route, which can be selected based on the demographic area you want to target. A general planning rate including space and production, is \$5,300.00 for 1 vehicle (Mini-Van or smaller), with 1-month of general non-designated coverage.


In addition to their normal driving pattern, we can use these vehicles for promotional purposes, for an additional charge. They can be parked in strategic locations for handouts. It can store your boxes of promotional material, transport key team members and/or deliver promotional materials. The driver is available to distribute handouts when the vehicle is parked during its schedule. When not in use for handouts, the vehicle can be routed according to your specific schedule targeting your selected audience.



INTERNAL PROMOTION CAMPAIGN

Lowe's has a great policy of promoting from within and offering employees that opportunity to transfer. With in-store posters sent to neighboring stores, you can help the process and staff your store! The posters would include promotion opportunities and new store location information for employees that may want a change and to work on the "other side of town".

**EXPERIENCE LIFE UNDER OUR ROOF**




working close to home  
internal mobility  
smell of new paint

**Transfer to our new Atlanta location  
and experience life under our roof!**

Lowe's strongly believes that one of the best paths to career development is to acquire hands-on experience by holding a variety of positions in different work environments. Each Lowe's store possesses rich, diverse expertise with a strong, unique identity. Therefore, possible career paths at the store level are numerous and might possibly be the best fit for your interests and skills. If you'd like to learn more about the opportunities available at our new Atlanta location, please contact (person's name) the Hiring Manager, at (phone number) to schedule and interview.

For detailed job-descriptions or to apply on-line go to [www.lowes.com/careers](http://www.lowes.com/careers)  
Lowe's is an Equal Opportunity Employer committed to diversity and inclusion.



## COLLEGE RECRUITMENT CAMPAIGN

Boston is a city with several colleges around the community. These campuses are a prime source for new graduates and/or part-time employees. In addition to college newspapers, most colleges still use a bulletin board system for communicating with students. Through printed flyers, your recruitment message can be made known to these candidates.

College Name	Publication	City	Enroll	Circ	Frequency
Boston University	Daily Free Press	Boston	28,487	12,000	Daily M-F
Harvard University	Harvard Crimson	Cambridge	24,214	4,000	Daily M-F
Northeastern University	Northeastern News	Boston	23,556	10,000	Weekly (W)
Boston College	Heights	Chestnut Hill	14,773	10,000	Weekly (Tu)
University Of Massachusetts-Boston	Mass Media	Boston	13,778	5,000	Weekly (Th)
University Of Massachusetts-Lowell	Connector	Lowell	12,038	3,500	Weekly (Tu)
Massachusetts Institute Of Technology	Tech	Cambridge	9,972	9,000	2X Weekly (Tu, F)
Tufts University	Tufts Daily	Medford	9,269	5,000	Daily M-F
Bridgewater State College	Comment	Bridgewater	8,955	3,000	Weekly (Th)
Salem State College	Salem State Log	Salem	8,081	3,500	2X Monthly
Middlesex Community College	Campus Report	Bedford	6,933	4,000	Monthly
Massasoit Community College	Voice	Brockton	6,479	8,000	Monthly
Suffolk University	Suffolk Journal	Boston	6,457	2,500	Weekly (W)
Northern Essex Community College	Observer	Haverhill	6,375	4,500	2X Monthly
Bentley College	Vanguard	Waltham	5,709	4,000	Weekly (Th)
Framingham State College	Gatepost	Framingham	5,697	2,000	Weekly (F)
Fitchburg State College	Point	Fitchburg	5,557	2,000	Weekly (W)
Worcester State College	Student Voice	Worcester	5,212	1,000	2X Monthly
Brandeis University	Justice	Waltham	4,527	4,000	Weekly (Tu)
Emerson College	Berkeley Beacon	Boston	3,987	2,800	Weekly (Th)
Worcester Polytechnic Institute	Tech News	Worcester	3,875	2,000	Weekly (Tu)
Cape Cod Community College	Mainsheet	West Barnstable	3,793	5,000	Weekly (Tu)
Babson College	Free Press	Wellesley	3,431	2,000	Weekly (Th)
Simmons College	Simmons Voice	Boston	3,295	1,000	Weekly (F)
Wentworth Institute Of Technology	Transcript	Boston	3,225	1,200	Monthly
Berklee College Of Music	Berklee Today	Boston	3,012	33,000	3X Annually
Clark University	Scarlet	Worcester	3,003	2,500	Weekly (Th)
College Of The Holy Cross	Crusader	Worcester	2,801	4,000	Weekly (F)
Assumption College	Le Provocateur	Worcester	2,694	2,000	Monthly
Merrimack College	Argus	North Andover	2,677	1,000	Monthly
Stonehill College	Summit	North Easton	2,565	2,300	2X Monthly
Wellesley College	Wellesley News	Wellesley	2,333	2,200	Weekly (W)
Massachusetts College Of Pharmacy & Allied Hlth Sc	Dispenser	Boston	1,783	1,000	Monthly
Eastern Nazarene College	Campus Camera	Quincyton	1,558	1,000	2X Monthly
Gordon College	Tartan	Wenham	1,548	1,200	Weekly (Th)
Endicott College	Endicott Observer	Beverly	1,512	1,200	2X Monthly
Dean College	Dean Journal	Franklin	1,313	1,700	Monthly
Becker College-Worcester	Becker Journal	Worcester	1,010	1,200	2X Monthly
Atlantic Union College	Lancastrian	South Lancaster	785	1,000	Monthly

EXPERIENCE LIFE UNDER OUR ROOF



Include us in your future plans  
and we'll be sure to include you in ours.

service rewards/401k/company ownership/internal mobility/employee stock ownership  
discounted stock purchases/health, dental, life and vision packages/training programs  
great leadership/tenure/reputation/flexibility/tuition reimbursement/relocation assistance  
paid vacation/paid holidays/experience life under our roof.

For detailed job descriptions or to apply online go to [www.lowes.com/careers](http://www.lowes.com/careers) or visit your neighborhood  
store and find out what's going on inside our remarkable stores. Lowe's is an Equal Opportunity Employer  
committed to diversity and inclusion.



**ON-SITE CAMPAIGN**

Lowe's has "Now Hiring" banners to be placed on the store grounds for notifying job seekers that the store is ready to accept applications.

If at anytime, new banners (or different wording or designs) are needed. Contact your Account Executive. We can make one for you.





## INTERNET ADVERTISING CAMPAIGN

THE INTERNET IS A FAST RISING MEDIA BEING USED FOR RECRUITMENT SOURCING. IN THE WEST IS HAS SURPASSED PRINT AS THE #1 FORM OF SOURCING. THERE ARE 3 TYPES OF INTERNET WEBSITES TO UTILIZE IN RECRUITMENT.

- **RECRUITMENT HUBS**
  - WEBSITES WHOSE MAIN PURPOSE IS TO HOUSE RESUMES AND ADVERTISE JOB OPPORTUNITIES.
- **NICHE SITES**
  - WEBSITES THAT ARE SPECIFIC TO A SPECIFIC INDUSTRY, POSITION, DIVERSITY OR INTEREST.
- **LOCAL SITES**
  - WEBSITES THAT SERVE A PARTICULAR DEMOGRAPHIC AREA. SEVERAL ARE RUN BY THE LOCAL NEWSPAPER, AND ALSO BY LOCAL TELEVISION, GOVERNMENT, ETC.

**DISCOUNT PACKAGES ARE AVAILABLE FOR MOST WEBSITES  
ASK FOR MORE INFORMATION**

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## Recruitment Hubs

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### Monster.com

The #1 recruitment hub. Job postings are available on an individual basis as well as in packages that may include other bonuses such as a profile page, resume database access, etc.

Individual Postings - \$355

### HotJobs.com

Hot Jobs career site, owned by Yahoo.com, offers a jobs database in various disciplines, with a major focus on the technology industry. Recruitment features include job posting, banner advertising and a resume database. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. HotJobs is exposed to 102 million potential job seekers through Yahoo!'s network. Yahoo! reaches 70% of people who have looked for a job in the last 30 days. With an average cost per hire of \$1,215,3 HotJobs costs less than traditional advertising and competitive job boards. The Recruiters Network Survey, September 2002, ranked HotJobs as the best national career site!

#### Affiliate(s):

- America's Job Bank
- Internet Broadcasting Systems (ibsys.com)
- Usenet Groups
- WorkIndex.com
- Yahoo!Careers.com

Individual postings - \$325

### Careerbuilder.com

The #3 recruitment hub. Job postings are available on an individual basis as well as in packages that may include other bonuses such as a profile page, resume database access, etc.

Individual Postings – \$250

### Careerjournal.com

Careers.wsj.com is the Internet's premier free site for executive, managerial and professional jobs. Content comes from the powerful editorial resources of The Wall Street Journal and its Interactive Edition, both published by Dow Jones & Co., as well as from the careers.wsj.com editorial team.

#### Affiliate(s):

- CareerJournalAsia.com
- CareerJournalEurope.com
- CollegeJournal.com
- RealEstateJournal.com

Individual postings - \$325

### Careermag.com

#### Affiliate(s):

- AltaVista.com
- Britannica.com
- Excite.com
- Mamma.com
- SalesHeads.com

Individual postings - \$175

### 4jobs.com

4Jobs.com is the place to post your general jobs for quality candidate consideration. With nearly 225,000 registered users, your job will be seen by candidates from many disciplines.

Individual Postings - \$175

### TrueCareers.com

SallieMae is the nations premier provider of education funding. SallieMae introduces TrueCareers, the industry's first Affinity-Based Recruiting Resource (ABRR). An ABRR draws its candidates from its existing customer base, as opposed to acquiring them through advertising. TrueCareers assists Sallie Mae's 7 million borrowers in advancing their careers, and by doing so, gives employers access to higher quality candidates with a wide range of experience levels and skills, at a lower cost. TrueCareers is a refreshing, new choice in online recruiting where the database consists of a larger more qualified number of candidates that are of the highest quality based on the educated user who frequents the site.

Individual Postings - \$245

### Careermart.com

Individual Postings- \$275

### 4work.com

Established in 1996, 4work.com is a well-organized, user friendly and innovative site that connects job hunters and employers fast, inexpensively and accurately. 4work.com's proprietary technology is sophisticated, yet easy to use, and works to insure quality matches between talent and opportunity. It posts all types of employment opportunities, including full-time, part-time, volunteer and internship positions.

Individual Postings - \$125

### Careerbuzz.com

Developed by Success Advertising, CareerBuzz is a site offering job postings for all career opportunity. The site also offers daily "career" articles and information, resume bank, and links to other career-related resources.

Individual Postings - \$75

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## IQPOST PREMIUM PACKAGES

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These are internet packages that are bought in bulk and sold at a discount price. They are specific to geographic area or industry

### Retail Premium Package - \$1050:

**Retail-recruiter.com** is a career site dedicated to connecting qualified retail professionals with top-notch employers in the retail industry. This site provides job seekers the ability to search through thousands of retail job opportunities and to apply for positions of interest.

**Fashioncareercenter.com** is a career site that exclusively serves wholesale and retail professionals in the fashion industry. The site also offers other career information and services.

**Retail Job Store** is a well-known career site that focuses on offering retail sales opportunities to retail professionals.

**RetailerNews.com** is a source site that offers industry news and career resources to business owners, managers, and salespeople who are in the retail industry.

**National Retail Federation**, an affiliate of **The CareerBuilder Network**, is a retail trade association that conducts programs and services in research, education, training, information technology, and government affairs to protect and advance the interests of the retail industry.

**CareerJournal.com** is the Internet's premier business site for executives. Content comes from the powerful editorial resources of The Wall Street Journal published by Dow Jones & Co., as well as from the CareerJournal.com editorial team. Content includes daily updates of critical news, features and trends that are relevant, whether you're searching for a new position or striving to improve the job you have. Positions featured include senior and general management, sales, marketing, finance, technology and a range of related fields.

**Hotjobs.com** offers a job database in various disciplines and gives employers exposure to the millions of job seekers who visit their site. More than 6,000 recruiters from over 1,300 member employers subscribe to the Hotjobs.com online employment exchange. The company also provides employers with additional recruiting solutions such as its top-notch affiliate sites, **Yahoo!Careers**, online advertising and consulting services. Recruitment features include job posting, banner advertising, and a resume database

**Careerbuzz.com** assists employers in broadcasting their job postings to thousands of job seekers. This site offers banner advertising, e-mail links, and great membership benefits, as well as employer profiles, career advice, and contests and trivia.

**CareerMag.com** invites employers to post jobs to their career network of local, general and industry specific employment sites and offers extensive recruitment tools, such as access to their resume database and links to various resources. In addition to posting with CareerMag.com, your jobs will be sent to these additional CareerMag affiliate sites:

- **4Jobs.com**
- **WithinMiles.com**

## **Boston Premium Package - \$750:**

**Boston.com (The Boston Globe)** is the online edition of The Boston Globe that presents a strategic resource for posting your Boston area job announcements. The site is a major news and information resource, attracting both the active and passive job seeker.

**BostonSearch.com** is a regional recruitment resource connecting leading employers with quality candidates in the local market. Serving the Boston area, BostonSearch.com is a key resource in candidate sourcing.

**JobsBoston.com** offers job opportunities for professionals seeking employment in the Boston, Massachusetts's geographic area. This site offers a robust response tool that will be forwarded to the hiring company.

**HelpWantedBoston.com** offers job announcements for specific geographic areas. BostonHelpWanted.com offers resources that enable jobseekers to search job announcements by specific regions, as well as by function.

**America's Job Bank** offers a searchable database of job listings created through a partnership between the U.S. Department of Labor and state employment offices, and is supported by the U. S. Department of Labor. Not only does this site have a robust job database, but it also offers links to job market resource information.

**Boston.CitySearch.com** offers your premium visibility to your position on this network of city guides dedicated to offering information on local events, information, career opportunities, "best of" lists, nightlife, shopping, cultural activities, and news. Offering rich content for the active and passive jobseeker, this is a top media resource. Your job will also appear on **The CareerBuilder Network**.

**Craigslist.com (Boston)** offers an eclectic mix of classified ad postings specific to the Boston area, including job announcements. This free site is a popular one, attracting both the active jobseeker and the passive candidate.

**MassachusettsJobStore.com** is a local recruitment resource connecting leading local employers with quality candidates in the Massachusetts area. This site offers job listings, a resume database, and banner advertisements.

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## **NICHE SITES**

### **Retail-Recruiter.com**

This site boasts 2500+ retail specific resumes in their database.

Individual Postings - \$140

### **AllRetailJobs.com**

AllRetailJobs.com is the largest retail niche site. With more than 1800 retailers and recruiters utilizing the site, their resume database holds more than 25,000 retail candidates.

Individual Postings-\$235

### **iHireRetail.com**

A national employment services. And each positing is automatically emailed to all relative candidates in their database.
































































Individual postings - \$145

### **RetailJobs.com**

RetailJobs.com and retailJobNet.com are entry stations to the Jobs.com Recruitment hub. Jobs.com is now the #4 recruitment hub on the internet. Individual Postings - \$199

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## DIVERSITY SITES

 RANK	NAME
 	Goldsea.com
  	BlackPerspective.com
  	Diversity.com
  	DiversityInc.com
  	DiversityLink.com
  	DiversityLink.com/Jobs40Plus.com Special
  	Hire Diversity.com
  	Hispanic-Today.com
  	Jobs40Plus.com
 	National Urban League
  	Saludos Hispanos
  	TAOnline.com
  	The BlackWorld Today
  	VeteransEnterprise.com
  	Women in Business (wib-i.com)
  	WorkplaceDiversity.com
	EqualityMagazines (VeteransEnterprise.com,BlackPerspective.com, Women in Business,Hispanic-Today.com)
  	IM Diversity.com (formerly iMinorities.com)
  	Black-Collegian.com
  	BlackVoices.com
  	Diversity Employment
  	ILW.com

## COLLEGE SITES

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### College and Alumni Job Boards




























<input checked="" type="checkbox"/>		RANK	NAME
<input type="checkbox"/>			CampusCareerCenter.com
<input type="checkbox"/>			CollegeClub.com
<input type="checkbox"/>			CollegeRecruiter.com
<input type="checkbox"/>			MBAcareers.com
<input type="checkbox"/>			MonsterTrak-Nationwide
<input type="checkbox"/>			SummerJobs.com
<input type="checkbox"/>			Jobs.4CollegeGrads.com
<input type="checkbox"/>			Babson College
<input type="checkbox"/>			Boston College
<input type="checkbox"/>			Boston University

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## LOCAL SITES

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### Local Market Job Boards

<input checked="" type="checkbox"/>		RANK	NAME
<input type="checkbox"/>			BostonWorks.com (Boston.com)
<input type="checkbox"/>			Help Wanted Boston
<input type="checkbox"/>			JobsInBoston.com
<input type="checkbox"/>			SouthCoastCareers.com
<input type="checkbox"/>			WithinMiles.com
<input type="checkbox"/>			WorcesterCareersOnline.com
<input type="checkbox"/>			Boston.USJobs.com
<input type="checkbox"/>			Cape And Islands Help Wanted
<input type="checkbox"/>			HireMass
<input type="checkbox"/>			Massachusetts Live
<input type="checkbox"/>			Massachusetts.LinkToJobs.com
<input type="checkbox"/>			MassachusettsJobStore.com
<input type="checkbox"/>			Springfield Help Wanted

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## "FREE" SITES

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### Free Sources and iQ Values

<input checked="" type="checkbox"/>		RANK	NAME
<input type="checkbox"/>			America's Job Bank
<input type="checkbox"/>			JobSearch.org
<input type="checkbox"/>			JobWarehouse.com
<input type="checkbox"/>			Craigslist (Boston)
<input type="checkbox"/>			alt.jobs.offered
<input type="checkbox"/>			jobs.misc.jobs
<input type="checkbox"/>			jobs.offered
<input type="checkbox"/>			misc.jobs.misc
<input type="checkbox"/>			ne.jobs
<input type="checkbox"/>			University of Massachusetts Amherst Campus Career Center
<input type="checkbox"/>			EntryLevelJobStore.com