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Market Report Chattanooga Times Fress Press

2008-01-01 to 2008-03-31

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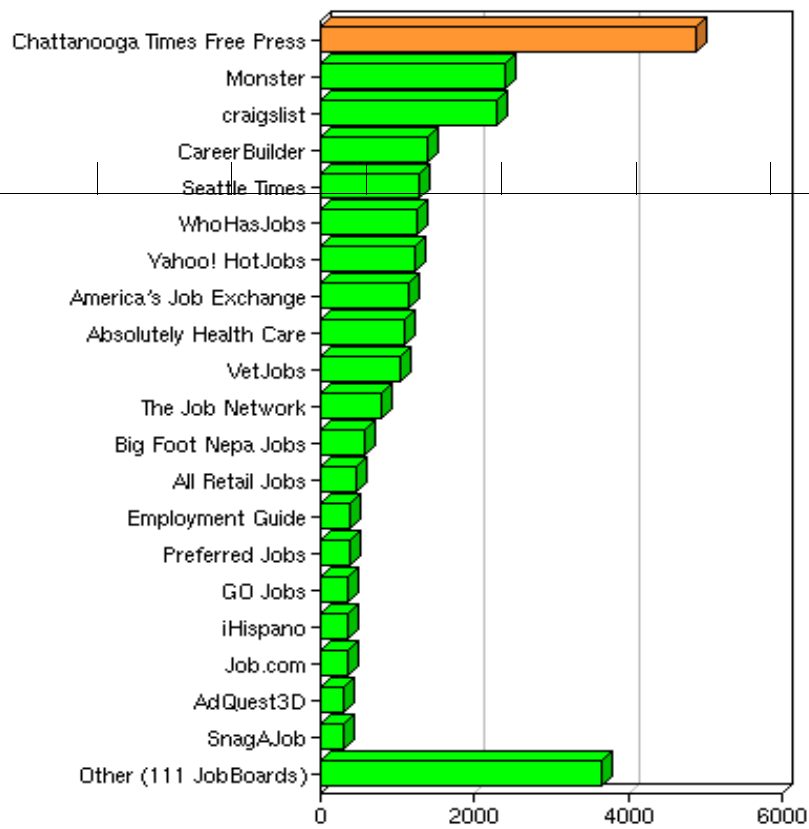
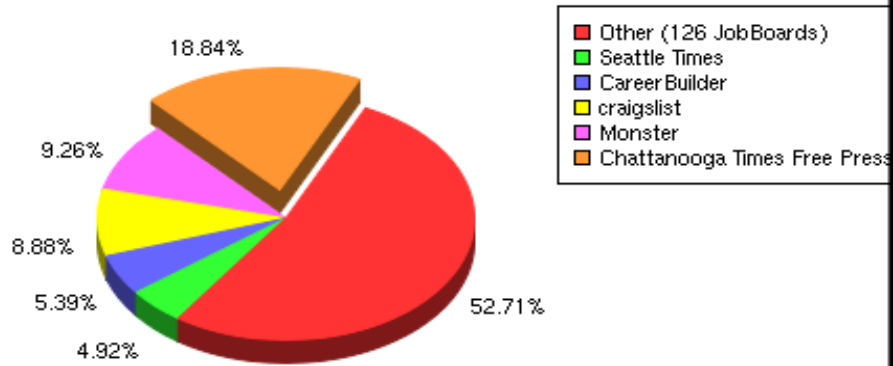
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Ad Share			
JobBoard	Publication	Total	Share
Chattanooga Times Free Press	Chattanooga Times Free Press	4675	18.07%
		198	0.77%
Monster		1848	7.14%
	The Dalton Daily Citizen	522	2.02%
	The Duncan Banner	5	0.02%
	Columbus Dispatch	4	0.02%
	The Muskogee Phoenix	3	0.01%
	The Norman Transcript	3	0.01%
	Times Daily	2	0.01%
	The Columbus Disptach	2	0.01%
	The Commercial-News	2	0.01%
	The Tribune Star	1	0.00%
	Boston Globe	1	0.00%
	Philadelphia Newspapers Inc	1	0.00%
	Richmond Register	1	0.00%
	The Tribune-Democrat	1	0.00%
craigslist		2296	8.88%
CareerBuilder		1388	5.37%
	Asheville Citizen Times - Asheville, NC	3	0.01%
	Clarion Ledger - Jackson, MS	2	0.01%
	News & Observer	1	0.00%
	Charlotte Observer	1	0.00%
Seattle Times		1273	4.92%
WhoHasJobs		1257	4.86%
Yahoo! HotJobs		1151	4.45%
	Knoxville News Sentinel	33	0.13%
	Atlanta Journal Constitution	10	0.04%
	Memphis Commercial Appeal	5	0.02%
	Classifieds	5	0.02%
	Salt Lake Tribune	3	0.01%
	Beaumont Enterprise	3	0.01%
	Providence Journal	2	0.01%
	Evansville Courier & Press	2	0.01%
	Richmond Times-Dispatch	2	0.01%
	The High Point Enterprise	2	0.01%
	The Grand Island Independent	1	0.00%
	PAJobMatch	1	0.00%
	Dothan Eagle	1	0.00%
	Rocky Mount Telegram	1	0.00%
	St. Paul Pioneer Press	1	0.00%
	The Post Star	1	0.00%
	San Diego Union Tribune	1	0.00%
	DealerClassified.com	1	0.00%
	America's Job Exchange		1132
Absolutely Health Care		1085	4.19%
VetJobs		1025	3.96%
The Job Network		785	3.03%
Big Foot Nepa Jobs	Monroe County Advocate	251	0.97%
	The Daily Post-Athenian	234	0.90%

	The Herald News	86	0.33%
All Retail Jobs		461	1.78%
Employment Guide		392	1.52%
Preferred Jobs		375	1.45%
GO Jobs		362	1.40%
iHispano		354	1.37%
Job.com		350	1.35%
AdQuest3D	The Daily Post-Athenian	125	0.48%
	Monroe County Advocate	107	0.41%
	The Herald-News	81	0.31%
SnagAJob		302	1.17%
Jobs in Logistics		258	1.00%
JobServe		247	0.95%
Dice		220	0.85%
Regional Help Wanted		190	0.73%
Nurse Finders		187	0.72%
Retirement Jobs		179	0.69%
Local Careers	TennesseeJobs.com	126	0.49%
	GeorgiaCareers.com	35	0.14%
Job Vertise		155	0.60%
Career Journal		129	0.50%
DiversityInc	ihispano Newspaper Partner	94	0.36%
		23	0.09%
	Star Tribune	1	0.00%
American Classifieds		115	0.44%
Career Mag		110	0.43%
CareerMD.com		104	0.40%
Hospital Jobs Online		90	0.35%
Hire Diversity		88	0.34%
Hospital Soup		79	0.31%
Black Enterprise		70	0.27%
Hospitality Careers Online		55	0.21%
Nation Job		55	0.21%
Kijiji		53	0.20%
Beyond.com		53	0.20%
Workplace Diversity		50	0.19%
College Grad		50	0.19%
HealthCareSource		47	0.18%
JobDig		44	0.17%
WorkMinistry		44	0.17%
USAJOBS		39	0.15%
FillThatJob		38	0.15%
Job Target		37	0.14%
HealthECareers		35	0.14%
Vault		34	0.13%
Med Hunters		34	0.13%
IMDiversity		31	0.12%
HealthCareerWeb		30	0.12%
BestLocalJobs-AI		28	0.11%
Computer Jobs		25	0.10%
JobNetwork		24	0.09%
TAOnline		21	0.08%

Lat Pro		21	0.08%
Hire Life Science		20	0.08%
Career Exposure		19	0.07%
DiversitySearch		14	0.05%
Help Wanted		10	0.04%
Chronicle Careers		10	0.04%
Nursing Spectrum		9	0.03%
HigherEdJobs		9	0.03%
Health Direction		9	0.03%
Jobs in the Money		8	0.03%
Rx Career Center		8	0.03%
Hospitality Jobs Online		8	0.03%
New York Post		8	0.03%
AdvertisingCrossing		7	0.03%
SalesJobs		7	0.03%
AgCareers.com		7	0.03%
Great Insurance Jobs		7	0.03%
PharmaDiversityJobBoard		7	0.03%
Inside Higher Ed		7	0.03%
MEPatWORK		6	0.02%
MedJump		6	0.02%
WorkMetro		5	0.02%
Just Tech Jobs		5	0.02%
cen-chemjobs		5	0.02%
SHRM		5	0.02%
Net-Temps		5	0.02%
Marketing Jobs		5	0.02%
The Flyer		4	0.02%
PracticeLink		4	0.02%
WallStJobs		3	0.01%
Journalism Jobs		3	0.01%
MarketingPower		3	0.01%
Linked In		3	0.01%
Bio Space		3	0.01%
Hire Health		3	0.01%
Direct Marketing Association		3	0.01%
Call Center Jobs		3	0.01%
Sign On San Diego		2	0.01%
Neilsen MediaJobMarket		2	0.01%
The Hollywood Reporter		2	0.01%
AdWeek		2	0.01%
Editor And Publisher		2	0.01%
Creative Hotlist		2	0.01%
Billboard.Biz		2	0.01%
Pronzo.com		2	0.01%
6 Figure Jobs		2	0.01%
Clearance Jobs		2	0.01%
Careers in Food		2	0.01%
The Book Standard		2	0.01%
AllHealthcareJobs.com		2	0.01%
Nurse-Recruiter		2	0.01%
Triad Careers	News & Record	2	0.01%



Total ad-volume with category names listed in media																																							
Category by media																																							
		Chattanooga Times Free Press	Monster	Craigslist	Data Frenzy	CareerBuilder	Seattle Times	WhoHasJobs	Yahoo! HotJobs	America's Job Exchange	Absolutely Health Care	VeJobs	The Job Network	Big Foot Nepea Jobs	All Retail Jobs	392	375	362	354	350	302	274	258	247	220	190	187	179	161	155	129	118	115						
Category	Total	4873	2396	2296	1397	1395	1273	1257	1226	1132	1085	1025	785	498	461	392	375	362	354	350	302	274	258	247	220	190	187	179	161	155	129	118	115						
Sales	3099	323	321	565	8	131	8	171	541	117	3	122	79	22	10	52	164	74	25	38	2	4	40																
Healthcare - CNAs/Aides/MAs/Home Health	2751	1307	33	33	582	59	160	14	31	52	22	56	173	66		7	4		68			40																	
Retail/Wholesale	1772	215	153	75	1	114	18	39	99	60		140	29	6	281	49	16	67	36	10		4			25														
Healthcare - LPNs & LVNs	1587	40	9	8	188	57	585	5	11	9	116	287	33	14		1	2	19	9	29	1	4																	
Administrative and Support Services	1378	296	136	136	116	110		2	112	49	250	2		23	7		10	2	22	10	6	5			5														
Accounting/Auditing	1245	264	180	83	172	89			73	25	2		22	44	5		77	8	5	5	20	2	9			6													
Transportation and Warehousing	1160	165	155	40	1	49			55	35	45	2	19	24	118	6	51	8	47	3	8	8	62	135		16													
Information Technology	1018	70	69	52	32	135			69	7	22		5	10	13		16	33	12	8	40		41	85	202	7													
Manufacturing and Production	972	238	70	132	2	72			33	12	95	17	13	68	16	1	6	3	4	24	22	10			5														
Healthcare - Laboratory/Pathology Services	877	188	10	3	96	25	353	3	10	18	62	19	9	3			2	1	18	2			4			5													
Engineering	853	150	222	56	5	137	4	26	33	59		8	5			16	2	14	11	11			15		12	5													
Customer Service and Call Center	831	143	59	97	3	62	6	58	87	22			35	3	5	24		2	49	11	19	4				11													
Healthcare - Therapy/Rehab Services	806	25	32	39	4	2	9	28	1	11		531	30	1				1	3	1	2			14		1													
Healthcare - RNs & Nurse Management	696	63	51	43		11	12	68	4	6	104	35	1		1			21		26	20			14		5	52												
Restaurant and Food Service	558	46	148	57		32		60	17	25	2	2	27	19		1	1	24	3	29			8		9														
Education, Training, and Library	398	144	30	69		10	1	12	11	4		36	5	8				1	1				7		3														
Computers, Software	373	28	117	27		1	1	17	5	13			1		12		2	11																					
Healthcare - Business Office & Finance	362	169	19	7	26	25	24	14	8	9			12	2		3	1	2	4	9		2				2													
Construction, Mining and Trades	359	179	19	19	1	35	1	16	5	1			4	18	6	17		1	3	1	1	12			4	1													
Human Resources/Recruiting	342	68	39	26		22		43	12	11		30	15	7	1	3	1	2	6	5					1	1													
Advertising/Marketing/Public Relations	321	75	18	18	2	14	1	60	27	2		16	4	3		11	1	1	2	3	1	2																	
Installation, Maintenance, and Repair	316	44	34	35		18	2	17	3	34			26	17	43			2	3	2		14			1	2													
Healthcare - Pharmacy	290	3	3	9	26	1	7	4		4	196		1	2								1	1			3													
Healthcare - Other	262	43	29	15	64	9	4	14	1	2	2	2	2	1				6	3	6		1	5		3														
Insurance	254	38	48	15		32	4	18	15	10	1	9	5	3	24			1	3	11					2														
Military	247	57	23	70				10	4	2	4		2			4	1	1		3	8			2															
Financial Services	239	71	25	11	2		2	25	3	12		3	8		1	1			27	1																			
Law Enforcement, and Security	233	33	5	12			4	7	6	5	1	93	13	7	1	17	2			4																			
Finance/Economics	222	12	44	8	20	49		20	3	31							2	2	1	5																			
Healthcare - Medical & Dental Practitioners	195	14	16	26	16	4	7	4	3	1	3		9	3		23	21						2			15													
Executive Management	194	9	9	9	1	10	6	7	6	101	1	1	1	1		1		6	1	4	6				1														
Real Estate/Mortgage	175	31	7	68	1	5	3	5	12	10	1	1																											
Banking	171	22	18	9	1	9		21	6	1		9					20		1	14	1	1																	
Building and Grounds Maintenance	161	16	14	10	3	2	2	24	4	1			15	11	38	2	1		1																				
Hospitality/Tourism	157	5	7	9				1	2	1			1	13			2	1	6		13	36	7																
Biotechnology and Pharmaceutical	139	36	19	16		6	4	5	2	1		11	3			3	1	1			1	1																	
Healthcare - Social Services/Mental Health	123	17	15	7		3	2	13	2	1	2	2	4	21			2	1			2		15																
Arts, Entertainment, and Media	119	7		75				4	8	4				3		14							1																
Supply Chain/Logistics	118	10	3	8		10	2	3	2	5			17			33		1	1	3	2	3			1														
Science	118	21	12	24	1	11	13	9		1						4			1	4			1																
Automotive/Motor Vehicle/Parts	116	34	1	19		1		11						7	12	14	1			5	1	5																	
Personal Care and Service	113	7	1	22			2			3			14	17																									
Telecommunications	113	11	26	19		4		5	14	3			8			5		1	6	2																			
Legal	109	16	5	11		6		6	4	8						3					1	19																	
Government and Policy	94	12	5	22			1	1						3		13					2																		
Sports and Recreation	92	3	4	30								2	6	12								29	5																
Architectural Services	91	6	6	15		10	1	3	9	21				2						1		1																	
Publishing/Printing	90	13	19	8		1		8	1	1				33						1		2																	
Computers, Hardware	90	13	4	10				5	23	22				3																									
Healthcare - Radiology/Imaging	89	8	5	12		12		33			6		1	1		1																							
Business Opportunity/Investment Required	84	15	2	24		3	1	1	1	1			13			4	1	1		1	10																		
Healthcare - Support Services	82	10	13	13	11	1	4	8	1					7	4								2	1															
Purchasing	72	5	9	9	2	5		5	1	2		28																											
Sales - Work at Home/Commission Only	70	4	10	7		1	1	5	2				17	1	1	14						1	1																
Oil/Gas/Utilities	67	2	25	12				2	1	4									2	1	1		5																
Consumer Products	66	1	14	3								5		7					1	1		21	17	1															
Internet/E-Commerce	53	3	3	13			2	8	2		2																												
Consulting Services	53	7	6</																																				

