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bluecollar

SALES SHEET

BLUE COLLAR

<http://www.bluecollar.com.au/>

SITE DESCRIPTION

In the little over 2 years it has been operating www.bluecollar.com.au has gone from strength to strength. It is now Australia's leading specialist job search site for blue-collar type workers (trades, transport and industrial) - **REAL JOBS for REAL WORKERS**. It is also widely used by recruitment companies looking to find 'real workers' in the trades and industrial area.

Being a specialist jobs board, BlueCollar.com.au is able to target bluecollar workers who are actively looking for new work opportunities across Australia. Blue-collar workers are very transient and will typically relocate for the right opportunity.

Jobs viewed by sector include Engineering, Mining, Oil & petroleum, Trades, Admin, Construction & Building, Recruitment, Transport & Driving, and Logistics. In June 2006 alone, over 249,000 jobs were viewed across Australia.

DEMOGRAPHIC PROFILE

- 80% male / 20% female
- 17 – 45 years old
- NSW: 25%
- WA: 20%
- VIC: 22.5%
- QLD: 18.3%
- SA: 7.8%
- NT: 6.3%

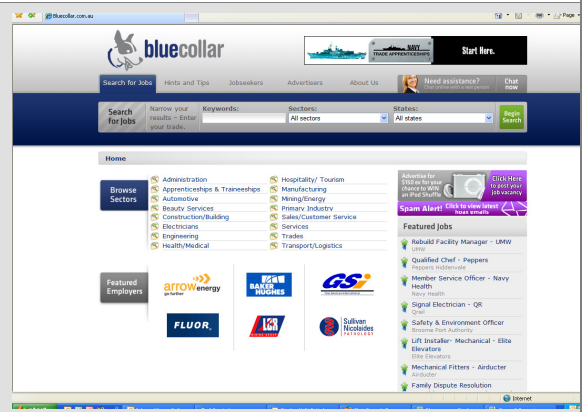
RATE CARD

- 468x60 Banners
- 728x90 Leaderboard
- 120x600 Sky Scraper

TRAFFIC

- Monthly Page Impressions: 35,000 +
- Monthly unique users: 7000 +
- 90% job seekers

SCREEN SHOT



For further information contact your 3D Interactive Account Manager on (02) 9339 6787
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