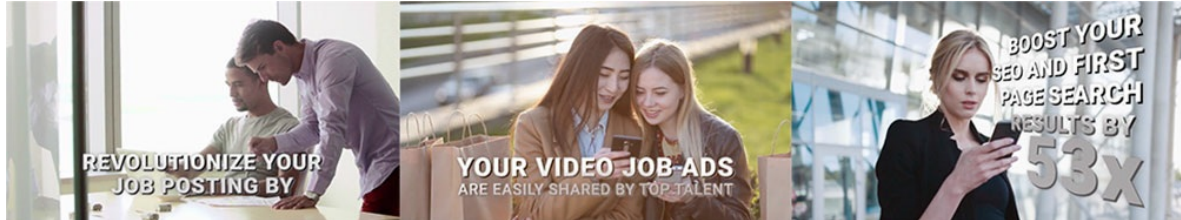


THE BUFFALO NEWS



The Buffalo News Job Videos



With the large volume of job openings nation-wide, companies need help finding top talent better and faster. Video ads are a great way for employers to stand out.

These 60-second mobile-friendly job ad videos are easily shared on social media platforms like LinkedIn, Instagram, and Facebook. They effectively communicate company culture and help candidates determine whether a position is a good fit.

But this innovative engagement doesn't just result in better candidates - video ads help shorten the time to hire!

Benefits:

- Increase job posting SEO
- Reach more applicants via social sharing
- Keep candidates on your career page longer
- Track candidate engagement
- Reduce cost-per-hire

Features:

- Job Videos are available in two levels:
 - Basic: customized with your logo.
 - Platinum: customized with your logo PLUS selectable background music. You can add up to three customizable bullet points that will appear within the job video.

Contact Us

The Buffalo News Ad Sales 716-849-4514

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