



# Workforce50.com

## New Advertising Program

### Why advertise on Workforce50.com?

- Our readership is older, experienced and looking to make a difference.
- Boomers, seniors and experienced workers take pride in what they do.
- They are reliable, loyal employees with a wealth of skill and knowledge.
- Workforce50.com has been seen in Business Week, Forbes, MarketWatch, CBS News, the Huffington Post and a host of other leading publications.
- Our design is responsive and viewable on all devices and appealing to all.
- Advertising spots are limited to a select few in each category.
- Your ads can highlight your current jobs right here on Workforce50.com.

# Premium Home Page Banner: Image or Text – 3 Spots Available

The screenshot shows the top navigation bar of the Workforce50.com website. The logo features 'WORK FORCE 50' in a blue and red square, with 'Workforce50.com' and the tagline 'No Pastures Here' to its right. Below the logo is a horizontal menu with buttons for HOME, FIND JOBS, Workforce50 LIBRARY, JOB SEEKERS, EMPLOYERS, ABOUT, and BLOG.

The main content area is divided into three columns:

- Left Column:** A search box titled 'Search Job Listings' with fields for 'what' (job title, keywords) and 'where' (city, state, zip), a 'Find Jobs' button, and a link to 'jobs by indeed'. Below the search box are two promotional images: one for '7 Principles to Upgrade Your Work and Life in Boca Raton, Florida' and another for 'LOOKING FOR A'.
- Middle Column:** A featured article titled 'Employment and Career Change Resources for Boomers'. The text discusses the aging workforce and provides resources. Below the article is a 'Quick Job Search by State:' section with a list of state links: [Alabama], [Alaska], [Arizona], [Arkansas], [California], [Colorado], [Connecticut], [Delaware], [District of Columbia], [Florida], [Georgia], [Hawaii], [Idaho], [Illinois], [Indiana], [Iowa], [Kansas], [Kentucky], [Louisiana], [Maine], [Maryland], [Massachusetts], [Michigan], [Minnesota], [Mississippi], [Missouri], [Montana], [Nebraska], [Nevada], [New Hampshire], [New Jersey], [New Mexico], [New York], [North Carolina], [North Dakota], [Ohio], [Oklahoma], [Oregon], [Pennsylvania], [Rhode Island], [South Carolina], [South Dakota], [Tennessee], [Texas], [Utah], [Vermont], [Virginia], [Washington], [West Virginia], [Wisconsin], [Wyoming]. Below this is a 'Favorite Employers' section.
- Right Column:** A sidebar with social media icons for Facebook and Twitter. Below them is a red circle highlighting the 'Featured Job Postings:' section, which features a logo for 'PECTEAU LLC' (Certified Public Accountant). Below this is a 'From the Library:' section with several article titles: 'The Process of Career Transition', 'When Grown Children Move Back Home', 'Avoiding Age Bias On Your Résumé: 7 Top Resume Writing Do's and Don'ts', 'Should You Plan on Signing Up for Social Security at Age 62?', 'Drafting a Federal Résumé', and '5 Essential Keys to Finding Work After Fifty'.

# General Search Page Banner: Image or Text – 5 Spots Available

The screenshot displays the Workforce50.com website interface. At the top, the logo features 'WORK FORCE 50 .com' in a blue and red box, with the text 'Workforce50.com' and 'No Pastures Here' to its right. Below the logo is a navigation bar with buttons for 'HOME', 'FIND JOBS', 'Workforce50 LIBRARY', 'JOB SEEKERS', 'EMPLOYERS', 'ABOUT', and 'BLOG'. Underneath are filters for 'In Education', 'In Healthcare', 'In Government', 'In Insurance', and 'Job Search Form'. The main content area is divided into three columns. The left column contains two promotional images: one titled '7 Principles to Upgrade Your Work and Life | Bana Florida' and another titled 'LOOKING FOR A NEW JOB (OR THINKING ABOUT IT?) WHAT YOU SHOULD KNOW FIRST...'. The middle column is titled 'Search Current Job Listings:' and includes a sub-header 'Find Jobs for Boomers, Seniors and Experienced Workers'. It contains a paragraph of text, a 'New jobs are added daily.' notice, and a 'Refine and Browse the Listings' section with search input fields for 'What' (title, keywords) and 'Where' (city, state, or zip), a 'Find Jobs' button, and a 'Post a Job' link. Two job listings are visible: 'PLUMBER - FULL TIME CAREER' and 'Weekend Clinical Coordinator'. The right column is titled 'Featured Job Postings:' and is circled in red. It features a logo for 'PECTEAU PLLC' and a sub-header 'Target your Job Search!'. Below this is a paragraph of text and a list of four categories: 'Favorite Employers in Education', 'Favorite Employers in Healthcare', 'Favorite Employers in Government', and 'Favorite Employers in Insurance'. At the bottom left of the page, there is a 'LinkedIn Essential' banner.

# Targeted State Page Banner: Image or Text – 5 Spots Available

**WORK FORCE 50 .com** Workforce50.com  
*No Pastures Here*

HOME FIND JOBS Workforce50 LIBRARY JOB SEEKERS EMPLOYERS ABOUT BLOG

**Get Your Degree!**  
Find schools and get information on the program that's right for you. (It's fast and free!)

Step 1 of 2  
Choose an Area of Study  
- Select One -  
Highest Education  
- Select One -  
H.S. Grad Year  
- Select One -  
Learning Preference  
- Select One -  
ZIP  
[ ]  
**NEXT STEP**

**Current Job Openings in New York**

Narrow your job search selection by entering more information about what you are looking for in the what box. For instance, add a specific job title (accountant, painter), discipline (nursing, marketing) or job category (flexible time, contract). Then, narrow your location by adding a city or zip code.

What: [ ] Where: New-York Find Jobs Post Job on Indeed

[Stock Clerk/Cashier](#)  
Save-A-Lot Foods - Ogdensburg, NY  
Store Manager / Department Manager / Front End Supervisor \*FLSA Status: \_ Ability to read and comprehend simple instructions, short...  
Easily apply  
2 days ago

[Audit Supervisor - Financial Services](#)  
O'Connor Davies, LLP - Manhattan, NY  
Active CPA license required. Manage, develop, train and mentor staff on projects and assess performance for engagement and year-end...  
30+ days ago

[Processing Attendant](#)  
Kreher's Farm Fresh Eggs - Wolcott, NY

**Featured Job Postings:**

**Target your Job Search!**  
Find openings at companies and organizations that have age-friendly practices:

- [Favorite Employers in Education](#)
- [Favorite Employers in Healthcare](#)
- [Favorite Employers in Government](#)
- [Favorite Employers in](#)

# Job Posting Link Display on Workforce50.com

**WORK FORCE 50**  
Workforce50.com  
*No Pastures Here*

HOME FIND JOBS Workforce50 LIBRARY JOB SEEKERS EMPLOYERS ABOUT BLOG

**Search Current Job Listings:**

**Find Jobs for Boomers, Seniors and Experienced Workers**

This is the standard job search form. Fill in specific terms related to your personal job search in the What and Where boxes. Popular job search terms include "part-time", "flexible-schedule" and "work-from-home". For more instruction on how to search, see the bottom of this page.

**New jobs are added daily.**

**Refine and Browse the Listings**

What:  Where:

[Lifestyle Certified Public Accountant](#)  
Fecteau PLLC - Albany, NY  
Fecteau PLLC strives to be an asset to our clients, not a liability. No "normal" accounting office is offering positions like this, but...  
**Easily apply**  
13 days ago

What:  Where:

jobs by **indeed**

**Featured Job Postings:**

**FECTEAU PLLC**  
Certified Public Accountant  
Financial Services & Professional Services, 2015

**Target your Job Search!**

Find openings at companies and organizations that have age-friendly practices:

- Favorite Employers in Education
- Favorite Employers in Healthcare
- Favorite Employers in Government
- Favorite Employers in Insurance

amazon.com



# Blog Post identifying a Top Employer for Workforce50.com Readers Or Posting a Featured Job, Job of the Week or Job of the Month

**Workforce50.com Blog**  
Job Talk for Boomers, Seniors and Experienced Workers

Search here...

HOME FIND JOBS WORKFORCE50 LIBRARY JOB SEEKERS EMPLOYERS ABOUT **BLOG**

## Tax and Audit Professionals in Albany NY

admin | August 15, 2015 | 0 Comments

See the new job posting from Workforce50.com: Fecteau PLLC – Lifestyle Certified Public Accountant Attention experienced tax and audit CPA professionals. Are you tired of being eaten alive in the “big” firms? Would you like the freedom to take the summers off but still have year-round pay, benefits, and perks? Do you want a place in a modern office with warm, friendly teammates? Do you need an improvement in your quality of life? If you’ve answered yes to any of these...

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Job of the Week Age friendly Job

## Survey of Older Workers

Nancy J. Peterson | January 17, 2013 | 0 Comments

Hello, all! My name is Michelle Paggi, Ph.D. Candidate at Fordham University’s psychology program. I am currently conducting a survey for my dissertation on the experiences of older workers at their jobs and their expectations for their occupational future. The survey should take no longer than 30 minutes to complete; please note that if you don’t have the time to finish the survey in one session, you may go back to the survey at another time. By taking the time



Do you have professional experience in recruitment, resume writing or job coaching? Would you like to share your knowledge with our national audience? Consider [writing for us!](#)

### Tag Cloud

Age friendly continuous learning  
Experience Job Job Search Job Squad Moving  
Forward Personality Testing Polls Recruiting Retention Stress  
Management Web resources What we heard Working Older

Thank you for your interest in advertising on Workforce50.com.

This is a boomer-run small business and we appreciate your business! This program complements the submission of job postings on the Indeed Network so please post through the Workforce50.com ***Post Jobs*** link. Please contact us for current advertising rates using the ***Contact Form*** on the website or by writing to [publisher@workforce50.com](mailto:publisher@workforce50.com).