

MPN ADVERTISING RATE CARD

Standard Fee Schedule for Online & e-Marketing Svcs.

Purchase jobs @ www.mpnDiversityJobs.com; Other svcs. @ www.MPNsite.com/startorder.asp



BASIC Job Posting Packages (Standard Listing Status Plans)

| Package Type / # Job Postings | 15 Day Postings Tot. Fee | 30 Day Postings Tot. Fee | 60 Day Postings Tot. Fee | FULL Resume Database Access (Days) | Rates Per Job | | |
|-------------------------------|--------------------------|--------------------------|--------------------------|------------------------------------|---------------|--------|--------|
| | | | | | 15 day | 30 day | 60 day |
| Qty 1 – Basic ^a | \$75 | \$100 | \$125 | 15/30/60 | \$75 | \$100 | \$125 |
| Qty 2 – Basic ^a | \$140 | \$190 | \$230 | 30/45/75 | \$70 | \$95 | \$115 |
| Qty 3 – Basic ^a | \$195 | \$270 | \$330 | 45/60/75 | \$65 | \$90 | \$110 |
| Qty 4 – Basic ^a | \$250 | \$340 | \$430 | 60/75/90 | \$62 | \$85 | \$107 |
| Qty 5 – Basic ^a | \$300 | \$400 | \$525 | 75/90/105 | \$60 | \$80 | \$105 |
| Qty 10 – Basic ^a | \$500 | \$750 | \$1000 | 105/110/120 | \$50 | \$75 | \$100 |
| Qty 25 – Basic ^a | \$1000 | \$1500 | \$2000 | 120/150/180 | \$40 | \$60 | \$80 |
| Qty 50 – Basic ^a | \$1500 | \$2000 | \$3000 | 180/270/360 | \$30 | \$40 | \$60 |

ENHANCED Job Posting Packages (Featured + Priority + Standard Listing Status)

| Package Type / # Job Postings | 15 Day Postings Tot. Fee | 30 Day Postings Tot. Fee | 60 Day Postings Tot. Fee | FULL Resume Database Access (Days) | Rates Per Job | | |
|-------------------------------|--------------------------|--------------------------|--------------------------|------------------------------------|---------------|--------|--------|
| | | | | | 15 day | 30 day | 60 day |
| Qty 1 – Enh ^b | \$100 | \$125 | \$150 | 15/30/60 | \$100 | \$125 | \$150 |
| Qty 2 – Enh ^b | \$180 | \$230 | \$280 | 30/45/75 | \$90 | \$115 | \$140 |
| Qty 3 – Enh ^b | \$240 | \$330 | \$390 | 45/60/75 | \$80 | \$110 | \$130 |
| Qty 4 – Enh ^b | \$310 | \$430 | \$510 | 60/75/90 | \$77 | \$107 | \$127 |
| Qty 5 – Enh ^b | \$375 | \$525 | \$625 | 75/90/105 | \$75 | \$105 | \$125 |
| Qty 10 – Enh ^b | \$650 | \$1000 | \$1200 | 105/110/120 | \$65 | \$100 | \$120 |
| Qty 25 – Enh ^b | \$1250 | \$2000 | \$2500 | 120/150/180 | \$55 | \$80 | \$100 |
| Qty 50 – Enh ^b | \$2000 | \$3000 | \$4000 | 180/270/360 | \$40 | \$60 | \$80 |

^a Each **BASIC** package includes: 15, 30 or 60-day **Standard** Job Listing + Job Alert + Resume Browsing + Applicant Tracking + **e-Newsletter** and **Social Networking** exposure.

^b Each **ENHANCED** package: 15, 30 or 60-day **Featured + Priority + Standard** Listing + Job Alert + Resume Browsing + Applicant Tracking + **e-Newsletter** and **Social Networking** exposure.

^c Job postings credits do not expire until activated, and can be used months or years after purchase date. Once activated, each will expire 15, 30 or 60 days from posting activation date.

UNLIMITED & BATCH Job Posting Packages (Enhanced Listing Status)

| Package Type * | # Job Postings | Resume Database | 1 Mo. | 3 Mos. | 6 Mos. | 12 Mos. |
|--------------------|----------------|-----------------|--------|--------|--------|---------|
| Unlimited Duration | Unlim | Unlim | \$2000 | \$4500 | \$7500 | \$12000 |

* Each package includes: **Unlimited** Enhanced Listings & Resume Browsing + **Feat. Employer Logo** (200x100 pixels) + Job Alerts + Applicant Tracking + **e-Newsletter** & **Social Networking** exposure.

FEATURED CALENDAR EVENT Listing

| Package Type | 30 days | 60 days | 90 days | 180 days | 365 days |
|---------------|---------|---------|---------|----------|----------|
| Multi-Content | \$10 | \$15 | \$25 | \$35 | \$50 |
| Home Page + | \$20 | \$30 | \$50 | \$70 | \$100 |

Feature **Job Fairs, Events**, etc. on 10+ site pages + newsletters
MPNsite.com/advertise/calendar.htm

FEAT. BUSINESS or NONPROFIT Listing

| Package Type | 30 days | 60 days | 90 days | 180 days | 365 days |
|---------------|---------|---------|---------|----------|----------|
| Multi-Content | \$10 | \$15 | \$25 | \$35 | \$50 |
| Home Page + | \$20 | \$30 | \$50 | \$70 | \$100 |

Feature **Businesses or Nonprofits** on 10+ site pages + newsletters
MPNsite.com/advertise/business.htm
MPNsite.com/advertise/nonprofit.htm

FEAT. EMPLOYER LOGO (online + e-News)

| Ad Duration | 1 mo. | 2 mos. | 3 mos. | 6 mos. | 12 mos. |
|--------------|-------|--------|--------|--------|---------|
| Total Fee | \$250 | \$400 | \$525 | \$750 | \$1200 |
| Avg. Mo. Fee | \$250 | \$200 | \$175 | \$125 | \$100 |

Display logo or **200x100** ad under “**Featured Employers**” on www.mpnDiversityJobs.com. Auto link to company profile (i.e., description, images, search results for active jobs, etc.).

DEDICATED E-BLAST (Solo e-mail blast)

| Subscriber Audience | Lists | Count | Min \$\$ | Max \$\$ |
|---------------------|-------|--------|----------|----------|
| U.S. Metro Areas | 80+ | varies | \$50 | \$250 |
| U.S. States | 50 | varies | \$50 | \$350 |

MPNsite.com/eblast.htm for ALL rates + details

Fees vary based on audience size and number of blasts purchased.

E-NEWSLETTER DISPLAY AD (ala carte)

| e-News Audience | Est. Reach | Full Flyer (600x800) | ½ Flyer (600x400) | ¼ Flyer (300x400) | Small Ad |
|-----------------|------------|----------------------|-------------------|-------------------|----------|
| Tier 1 | 30K-40K | \$125 | \$75 | \$50 | \$25 |
| Tier 2 | 15K-20K | \$75 | \$50 | \$25 | \$15 |

MPNsite.com/newsletter.htm for ALL rates + details

Fees vary based on audience size, pricing tier, and ad size purchased.

All Rates are **20% Agency or Affiliate** Commissionable

www.mpnDiversityJobs.com/Agency-Agreement.pdf

www.MPNsite.com/Affiliate-Agreement.pdf

MARKETING DISPLAY ADS (Online + E-news)

Reach our progressive audience with higher impact graphical or video ads. Fees based on ad unit size + duration + desired **exposure level** (pages and min. monthly impressions). Your ad can appear on the max “**Pages**” count below as follows:
 – **400+** Global portal page options - www.MPNsite.com and/or
 – Job Board home page - www.mpnDiversityJobs.com
 – **plus** Up to 5 e-Newsletters / mo. (graphical displays)

FULL FLYER* Display Ad (700x800 Pixels max)

| Exposure | Pages | Mo. Impr. | Mo. Fee | Ann. CPM | Annual Fee |
|----------|-------|-----------|---------|----------|------------|
| High | 25-50 | 100000+ | \$1200 | \$8.33 | \$10000 |
| Medium | 10-25 | 50000 | \$600 | \$10.00 | \$6000 |
| Basic | <10 | Varies | \$300 | - | \$2500 |

½ FLYER* Display Ad (700x400 Pixels max)

| Exposure | Pages | Mo. Impr. | Mo. Fee | Ann. CPM | Annual Fee |
|----------|-------|-----------|---------|----------|------------|
| High | 25-50 | 100000+ | \$800 | \$5.83 | \$7000 |
| Medium | 10-25 | 50000 | \$400 | \$6.67 | \$4000 |
| Basic | <10 | Varies | \$200 | - | \$1500 |

¼ FLYER Display Ad (350x400 Pixels max)

| Exposure | Pages | Mo. Impr. | Mo. Fee | Ann. CPM | Annual Fee |
|----------|-------|-----------|---------|----------|------------|
| High | 25-50 | 100000+ | \$600 | \$4.17 | \$5000 |
| Medium | 10-25 | 50000 | \$300 | \$5.00 | \$3000 |
| Basic | <10 | Varies | \$150 | - | \$1250 |

SMALL Display Ad (e.g., 468x60, 125x125, etc.)

| Exposure | Pages | Mo. Impr. | Mo. Fee | Ann. CPM | Annual Fee |
|----------|-------|-----------|---------|----------|------------|
| High | 26-50 | 100000+ | \$400 | \$2.92 | \$3500 |
| Medium | 10-25 | 50000 | \$200 | \$3.33 | \$2000 |
| Basic | <10 | varies | \$100 | - | \$1000 |

* Full size in newsletters; expandable Ads only for **Home** pages and **Template** pages.

– 700x200 max loading display to 700x800 max expansion
 – 700x100 max loading display to 700x400 max expansion

Online display options include 400+ site display pages, including: mpnDiversityJobs.com home page, MPNsite.com home page, listing **template pages** (i.e., calendar, business, nonprofit, etc.).

Video ads and other graphical display image sizes available. Call or e-mail for custom rates for other durations (weekly, etc.).