

# MPN GENERAL ADVERTISING SOLUTIONS



Minority Professional Network (MPN) offers a robust and proven portfolio of general branding, communications, and related multicultural and diversity outreach service offerings and solutions.

Our **online** and **electronic communications** service offerings and solutions include the following:

- Featured **calendar** event listings (*100+ pages, as low as 50 cents per day*)
- Featured **business** directory listings (*100+ pages, as low as 30 cents per day*)
- Featured **non-profit** directory listings (*100+ pages, as low as 10 cents per day*)
- Featured Marketing Profiles
- Marketing, Promotions, Educational, Branding and Awareness Display Ads (Online/E-news Leaderboards, Skyscrapers, Banners, Buttons, Cubes)
  - Event Marketing Display Ads
  - Products & Services Branding and Marketing Display Ads
  - Organization- or Non-Profit- or Agency- or Company-of-the-Month Sponsorships
  - Supplier Diversity Marketing
  - Conferences, Festivals, Meetings, Fundraisers, Social, etc. Marketing Display Ads
  - Career, Economic, Lifestyle, and Networking Marketing Display Ads
- E-Communications Marketing Services
  - Dedicated e-Blast Services (Geographical, Regional, National, Global, Interest Specific, Functional)
  - E-Newsletter Advertising Services (Geographical, Regional, National, Global, Interest Specific, Functional)
- Sponsorship / Partnership Packages

Our **offline** services, offerings, and solutions include the following:

- Supplier Diversity Online / Offline Programs and Initiatives
- Custom Turnkey Event Planning & Marketing Services
- Event Marketing and Attendee Turnout Services
- Training and Educational Courses, Workshops, Seminars, Presentations
  - Frequently requested topics or themes include: career, economic, lifestyle, networking, mentoring, diversity, culture/ethnicity, marketing, branding, leadership, entrepreneurship, business, strategy, etc.
- Strategic Planning, Business, and Technology Consulting Services
- Other Value-added Client Services

## Helpful Information and Resource Links

- Access our **General Advertising Solutions** menu – <http://www.mpnSite.com/advertise.htm> to view our general (non-hiring employers) online and e-Marketing offerings and services (e.g., companies, organizations, entrepreneurs and small business owners, authors, artists, and other individuals and entities).
- View our lists of clients – <http://www.mpnSite.com/mktg/clients.pdf> and partners/resource users - <http://www.mpnSite.com/mktg/resource-users.pdf>.
- Access our **Collateral References** channel – <http://www.mpnSite.com/ec/references.asp> to view our marketing collateral, demographics, traffic, archives, and related information.
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- Access our **Employer / Large Entity Advertising Solutions** menu – <http://www.mpnSite.com/employers.asp> for additional employer-focused offerings and services rates and details, and overview information or to make a purchase.

## Minority Professional Network

The Viable Source of Top Talent™ for Diversity Focused Employers  
The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals  
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