

## MPN EMPLOYER OFFERING ADVERTISING RATES

### JOB POSTINGS, RESUME BROWSING



JOB POSTING ADS*	Everyday Low Rates	Effective Rate	
		per Job Ad	per Day**
1 JOB Posting Ad	\$150	\$150	\$2.50
5 JOB Posting Ad Package	\$700	\$140	\$2.33
10 JOB Posting Ad Package	\$1200	\$120	\$2.00
25 JOB Posting Ad Package	\$2500	\$100	\$1.67
50 JOB Posting Ad Package	\$3750	\$75	\$1.25
1 Mo. Unlimited JOB Posting Package	\$4000	-	-
3 Mos. Unlimited JOB Posting Package	\$9000	-	-
6 Mos. Unlimited JOB Posting Package	\$15000	-	-
1 Year Unlimited JOB Posting Package	\$25000	-	-

\* Each job ad is listed for up to 60 days, and includes the same quantity or duration of complimentary resume browsing sessions based on job posting ad purchase

\*\* [Everyday Low Rate / Quantity Purchased = (Effective Rate per Job Ad) ] / 60 days = Effective Rate per Day

**Positions are activated immediately and upon activation you will receive the following with each listing -**

- ☐ The standard 60-day listing in the MPN Jobs Database
- ☐ Fixed quantity or time based Resume Browsing sessions (based on job advertisement purchase) access to the MPN Candidate Resume Database
- ☐ A complimentary "Job Alert" notification sent to users that have subscribed to this feature
- ☐ A 15-day complimentary feature listing upgrade on the [JOB SEEKERS](#) start page
- ☐ A complimentary feature listing in the next edition of the [MPN Career Resource Connection e-Newsletter](#)

Visit <http://mpnNetwork.com/Advertise/Job-Posting.htm> for offering details

RESUME BROWSING	Everyday Low Rates	Effective Rate per Session
1 Resume Database Browsing Session	\$25	\$25
5 Resume Database Browsing Sessions	\$110	\$22
10 Resume Database Browsing Sessions	\$200	\$20
25 Resume Database Browsing Sessions	\$405	\$16
50 Resume Database Browsing Sessions	\$655	\$13
1 Mo. Unlimited Resume Browsing	\$800	-
3 Mos. Unlimited Resume Browsing	\$1925	-
6 Mos. Unlimited Resume Browsing	\$3210	-
1 Year Unlimited Resume Browsing	\$5620	-

Visit <http://mpnNetwork.com/Advertise/Resume-Browsing.htm> for offering details

### Minority Professional Network

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

USA Toll Free: 888.MPN.NETWORK (888.676.6389)

Main Office: +1 (770) 322-9323

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## MPN EMPLOYER OFFERING ADVERTISING RATES

### FEATURED EMPLOYER PROFILES, RECRUITING EVENT LISTINGS



#### FEATURED EMPLOYER PROFILE PACKAGE (includes up to 25 Job Ads/mo)

Marketing Display Ad Units	Monthly	Quarterly	Semi-Ann.	Annual
<b>PROFILE-SIZE</b> (225x128 Pixels)	<b>\$3505</b>	<b>\$10150</b>	<b>\$20100</b>	<b>\$39375</b>
<b>BANNER-SIZE</b> (468x60 Pixels)	<b>\$3800</b>	<b>\$10950</b>	<b>\$21600</b>	<b>\$42300</b>
<b>SKYSCRAPER-SIZE</b> (125x600 Pixels)	<b>\$5055</b>	<b>\$14220</b>	<b>\$28100</b>	<b>\$53730</b>

- ❑ The **Featured Employer Profile** package will enable your company to market its career opportunities to active job seekers and targeted geographical or interest specific audiences as well as other potentially interested persons throughout the U.S. and across the world. This offering differs from our Featured Marketing Profile package in that it is **recruitment focused** and therefore **includes monthly job advertisements**.
- ❑ The Per month benefits of this package includes one dedicated featured employer profile page, **2 graphical marketing display** ad units (same size), **25 job** posting ads, **25 resume** browsing sessions. Call for rates if additional monthly job advertisements or other customizations are required.

Visit <http://mpnNetwork.com/profiles/sample.asp> to view a **Sample Featured Employer Profile**

Visit <http://mpnNetwork.com/Advertise/Employer-Profile.htm> for offering details

#### RECRUITING EVENT LISTINGS

	Everyday Low Rates	Effective Rate per Week
<b>Weekly</b> Featured Recruiting Event Listing*	<b>\$35</b>	<b>\$35</b>
<b>Monthly</b> Featured Recruiting Event Listing*	<b>\$120</b>	<b>\$28</b>
<b>Quarterly</b> Featured Recruiting Event Listing*	<b>\$310</b>	<b>\$24</b>
<b>Annual</b> Featured Recruiting Event Listing*	<b>\$1100</b>	<b>\$21</b>
<b>1 Mo.</b> Unlimited Recruiting Event Listings	<b>\$1000</b>	-
<b>3 Mos.</b> Unlimited Recruiting Event Listings	<b>\$2400</b>	-
<b>6 Mos.</b> Unlimited Recruiting Event Listings	<b>\$4000</b>	-
<b>1 Year</b> Unlimited Recruiting Event Listings	<b>\$7000</b>	-

\* Rates per Individual Featured Career Fair / Recruiting Event Listing

Visit <http://mpnNetwork.com/Advertise/Recruiting-Event-Listing.htm> for offering details

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## MPN EMPLOYER & LARGE ENTITY OFFERINGS

### PARTNERSHIP OPTIONS, OFFLINE RECRUITING, CUSTOM EVENTS



#### MPN PARTNER / SPONSOR PACKAGES

- ☐ Web Site Listed Partner
- ☐ Newsletter Sponsor
- ☐ In-Kind Sponsor
- ☐ Offline Events / Initiatives Sponsor
- ☐ Community Partner
- ☐ Student Scholarship Sponsor

**View Standard MPN Partner Packages:**

- ☐ <http://mpnNetwork.com/partner.htm> or
- ☐ <http://mpnNetwork.com/mktg/MPN-Standard-Partnership-Options.pdf>

**Custom MPN Partner Packages:**

- ☐ Call 888.676.6389 or e-mail [Advertise@MinorityProfessionalNetwork.com](mailto:Advertise@MinorityProfessionalNetwork.com)

#### MPN DIVERSITY RECRUITERS CANDIDATE SEARCH SERVICES

SERVICE TYPE	EVERYDAY LOW RATES
<input type="checkbox"/> MPN <b>Contingency Search Recruiting</b> Services	Call 888.676.6389 or 770.322.9323
<input type="checkbox"/> MPN <b>Retained Search Recruiting</b> Services	or E-mail <a href="mailto:Recruiting@MinorityProfessionalNetwork.com">Recruiting@MinorityProfessionalNetwork.com</a>
<input type="checkbox"/> MPN <b>Candidate Referral</b> Services	for rates and additional information

Visit <http://mpnNetwork.com/Advertise/Offline-Recruiting.htm> for offering details

#### MPN CUSTOM EVENT PLANNING & MARKETING SERVICES

SERVICE TYPE	DESCRIPTION	EVERYDAY LOW RATES
<b>Custom Event Planning &amp; Marketing Services</b>	Custom recruiting, supplier diversity, networking, community outreach, career, economic, lifestyle, and related event consultation, planning, coordination, marketing and promotional services.	<b>Call</b> <b>Toll Free:</b> 888.MPN.NETWORK (888-676-6389) or <b>Direct:</b> +1 (770) 322-9323

Visit <http://mpnNetwork.com/Advertise/Event-Planning.htm> for Overview and Description

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## MPN EMPLOYER or GENERAL OFFERING FEE EXAMPLES

### **MPN CUSTOM EVENT PLANNING FEE EXAMPLES**

MPN provides turnkey custom event planning, coordination, marketing, and promotions services. Our fees for such custom events are typically negotiated on a per event basis, factoring in various client specific requirements and preferences. Factors considered include client preferences related to, but not limited to, the following:

- Client preferred venue size
- Client preferred venue type and venue location (e.g., hotel facilities, office environment, social environment, etc.)
- Client preferred menu and beverages preferences
- Venue logistics and configuration
- Desired number of event attendees (e.g., 25 to 50, 50 to 75, 75 to 125, 150 to 200, 200 to 250, etc.)
- The number of qualified contacts generated
- The number of qualified leads generated
- Projected fees for labor, travel, additional marketing and promotions, and related expenses



**Examples** of our typical fee schedule for a standard custom event would be as follows:

Event City	Preferred Venue	Projected Guests	Menu & Beverages	MPN Fees
Miami, FL	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$15,000 to \$20,000
Chicago, IL	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$25,000 to \$35,000
New York, NY	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$25,000 to \$35,000
San Francisco, CA	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$18,000 to \$25,000
Kansas City, MO	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$10,000 to \$15,000
Los Angeles, CA	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$18,000 to \$25,000
Houston, TX	Hotel or Upscale Business Club	75 to 125	Basic Hors d'oeuvres and non-alcoholic beverages	\$15,000 to \$20,000

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## MPN EMPLOYER or GENERAL OFFERING ADVERTISING RATES

### ONLINE GRAPHICAL MARKETING DISPLAY ADS



#### SKYSCRAPER (125x600 Pixel) Ad Unit

PAGE LOCATION	Weekly	Monthly	Quarterly	Annual
MPN Home Page or Data Display Pages	\$480	\$1680	\$4320	\$14880
MPN Employer Network Pages	\$300	\$1050	\$2700	\$9300
MPN Geographical Area Calendar Page or Any Other MPN Content Page	\$150	\$525	\$1350	\$4650

#### TOP BANNER (468x60 Pixel) Ad Unit

PAGE LOCATION	Weekly	Monthly	Quarterly	Annual
MPN Home Page or Data Display Pages	\$240	\$840	\$2160	\$7440
MPN Employer Network Pages	\$150	\$525	\$1350	\$4650
MPN Geographical Area Calendar Page or Any Other MPN Content Page	\$60	\$210	\$540	\$1860

#### PROFILE or BUSINESS CARD (225x128 Pixel) Ad Unit

PAGE LOCATION	Weekly	Monthly	Quarterly	Annual
MPN Home Page or Data Display Pages	\$200	\$700	\$1800	\$6200
MPN Employer Network Pages	\$115	\$390	\$1005	\$3585
MPN Geographical Area Calendar Page or Any Other MPN Content Page	\$45	\$155	\$400	\$1375

#### BUTTON / CUBE (125x125) or BOTTOM BANNER (468x60) Ad Unit

PAGE LOCATION	Weekly	Monthly	Quarterly	Annual
MPN Home Page or Data Display Pages	\$120	\$420	\$1090	\$3745
MPN Employer Network Pages	\$90	\$315	\$810	\$2790
MPN Geographical Area Calendar Page or Any Other MPN Content Page	\$35	\$125	\$320	\$1150

Visit <http://mpnNetwork.com.com/Display-Archives.htm> to view MPN Clients Marketing Display Archives

Visit <http://mpnNetwork.com/Advertise.htm> for offering details

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## MPN EMPLOYER or GENERAL OFFERING ADVERTISING RATES

### E-NEWSLETTER ADS, DEDICATED E-BROADCAST ANNOUNCEMENTS



#### E-NEWSLETTER (Skyscraper, Banner Size, Button Size, Profile Size, Business Card) Ads

SUBSCRIBER AUDIENCE	Skyscraper	Banner	Business Card or Profile	Button/Cube
Any U.S. or Non-U.S. Geographical Area e-News Update Audience	\$120	\$60	\$40	\$25
Any Interest Specific e-News Audience	\$240	\$120	\$80	\$50
Any Functional Area e-News Update Audience	\$240	\$120	\$80	\$50
Any North America Regional Area e-News Update Audience	\$240	\$120	\$80	\$50
MPN USA National e-News Update Audience	\$720	\$360	\$240	\$150
MPN Global e-News Update Audience	\$960	\$480	\$320	\$200

#### DEDICATED EMAIL BROADCAST ANNOUNCEMENTS

SUBSCRIBER AUDIENCE	Everyday Low Rates
Any U.S. or Non-U.S. Geographical Area e-Subscriber Audience	\$400
Any Interest Specific e-Subscriber Audience	\$1500
Any Functional Area e-Subscriber Audience	\$1500
Any North America Regional Area e-Subscriber Audience	\$1500
MPN USA National e-Subscriber Audience	\$5000
MPN Global e-Subscriber Audience	\$6000

(Clickable Image Linked to Your Web Site or MPN Hosted Flyer. Price per ad, per newsletter listing)

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## MPN GENERAL OFFERING ADVERTISING RATES

### CALENDAR, BUSINESS & NON-PROFIT LISTINGS, AUTHOR PROFILES



#### FEATURED CALENDAR / EVENT LISTINGS (Online, e-Newsletter)

PAGE LOCATION	Up to 30 Days	Up to 60 Days	Up to 90 Days	Up to 180 Days	Up to 360 Days
Any MPN <b>Geographical Area</b> Calendar page**	\$29	\$49	\$69	\$119	\$179
Any MPN <b>Interest Specific Calendar</b> Page**	\$39	\$69	\$89	\$159	\$239
<b>MPN Home Page</b> or <b>MPN Global Calendar</b> Page	\$49	\$89	\$119	\$199	\$299

\*\*Clickable link to detailed data. Includes MPN online web portal calendar listing plus a complimentary listing in corresponding geographical newsletter or corresponding interest specific newsletter (if applicable).

#### DIVERSITY BUSINESS DIRECTORY LISTINGS

(Clickable Link to Full Page Detailed Business Listing)

PAGE LOCATION	Monthly	Quarterly	Semi-Annual	Annual
<b>MPN Home Page</b> Featured** Business Listing	\$50	\$140	\$225	\$370
<b>Diversity Business Directory (DBD) Home Page</b> Featured** Business Listing	\$25	\$70	\$120	\$175
<b>MPN Geographical Area</b> Calendar Page Featured** Business Listing	\$20	\$55	\$85	\$140
<b>Diversity Business Directory (DBD) Category Page</b> Featured** Business Listing	\$15	\$40	\$65	\$110
<b>Diversity Business Directory (DBD) Category Page Standard</b> Business Listing	FREE	FREE	FREE	FREE

\*\*Any featured business listing automatically includes a complimentary DBD Category Page standard business listing

#### DIVERSITY NON-PROFIT DIRECTORY LISTINGS

(Clickable Link to Full Page Detailed Non-Profit Listing)

PAGE LOCATION	Monthly	Quarterly	Semi-Annual	Annual
<b>Diversity Non-Profit Directory Category Page Standard</b> Listing	FREE	FREE	FREE	FREE

#### BOOK CHANNEL / AUTHOR PROFILE AD OFFERING RATES

(Clickable Image Linked to Your Web Site or MPN Hosted Flyer)

PAGE LOCATION	Monthly	Quarterly	Semi-Annual	Annual
<b>MPN Book Channel</b> Featured Author Profile	\$50	\$125	\$200	\$350

Visit <http://mpnNetwork.com/Advertise.htm> for offerings details

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## MPN EMPLOYER or GENERAL OFFERING ADVERTISING RATES

### **FEATURED MARKETING PROFILES** (Non-Recruitment focused)



#### FEATURED MARKETING PROFILE PACKAGE OFFERINGS

Marketing Display Ad Units	Monthly	Quarterly	Semi-Ann.	Annual
<b>PROFILE-SIZE</b> (225x128 Pixels)	<b>\$1005</b>	<b>\$2650</b>	<b>\$5100</b>	<b>\$9375</b>
<b>BANNER-SIZE</b> (468x60 Pixels)	<b>\$1300</b>	<b>\$3450</b>	<b>\$6600</b>	<b>\$12300</b>
<b>SKYSCRAPER-SIZE</b> (125x600 Pixels)	<b>\$2555</b>	<b>\$6720</b>	<b>\$13100</b>	<b>\$23730</b>

- ☐ The **Featured Marketing Profile** package will enable you to market your *company, event, products, services, conference, festival, internships, scholarships, organization, etc.* to targeted geographical audiences as well as other potentially interested persons throughout the U.S. and across the world. This offering differs from our Featured Employer Profile package in that it is not recruitment focused and therefore does not include any job advertisements.

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## MPN PROFESSIONAL SERVICES

### GRAPHICAL DESIGN, CONSULTING, STRATEGIC PLANNING ...



#### MPN GRAPHICAL DESIGN SERVICES

SERVICE TYPE	DESCRIPTION	EVERYDAY LOW RATES
<b>Graphical Display Marketing Ads</b> (per image)	Design of Banner, button, logo, profile, business card graphical display images for display in MPN e-Newsletters or via the MPN site or other web sites	<b>\$100</b>
<b>Graphical Display Marketing Flyers</b> (per flyer)	Design of Marketing display flyers for use in MPN Dedicated e-Mail broadcasts	<b>\$200</b>

#### MPN ENTREPRENEURIAL, CONSULTING & PROFESSIONAL SVCS

SERVICE TYPE	DESCRIPTION
<b>Web Site Design, Development, Maintenance</b>	Basic or Intermediate, informational or interactive, new site design, or web integration / functionality enhancement
<b>E-Commerce Design, Development</b>	Design of Marketing display flyers for use in MPN Dedicated e-Mail broadcasts
<b>Applications / Database Design, Development</b>	HTML, Java, ASP, SQL ....
<b>Strategic Business Planning &amp; Development</b>	Strategic Planning, Business Plans, Marketing Plans ...
<b>Marketing Campaigns / PR</b>	Public Relations, Marketing & PR Campaigns ...
<b>Speakers / Trainers</b>	Speakers, Trainers ...
<b>General Technology / IT Consulting</b>	Consulting Services; SMEs ....

Please E-mail [Consulting@MinorityProfessionalNetwork.com](mailto:Consulting@MinorityProfessionalNetwork.com)

or CALL 888.676.6389 or 770.322.9323

to discuss your specific requirements and for a Quote

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