



## Dear Prospective Client, Advertiser or Partner:

Thanks in advance for considering **Minority Professional Network (MPN)** as a potential resource and solutions partner in support of your organization's multicultural, diversity and related outreach objectives.

Minority Professional Network is the global **Career, Economic and Lifestyle Connection™** for progressive professionals. Our premiere global interactive online portal – <http://mpnNetwork.com> provides continuously fresh, valuable and robust career, economic, lifestyle and networking content, information, and resources for our **millions** of progressive multicultural worldwide users and subscribers located throughout the U.S. and in over 50 international countries. Our audience includes progressive persons of various ethnic or culturally diverse backgrounds, and all women.

The summary details and addendum links **below** will introduce you to our company and audience, and robust and proven portfolio of features, offerings, services, solutions, and capabilities that have yielded value and targeted results for years on behalf of our numerous clients, advertisers, and partners. Our list of clients and advertisers include Corporations (large, medium and small), Government Agencies (Federal, State and Local), Non-Profits, Academic Institutions, Advertising Agencies and PR Firms, Recruiting and Staffing Agencies, and various other entities.

Please review this information and freely share it with other diversity, staffing and recruiting, marketing, communications, community affairs, and related decision makers within your organization. Downloadable PDF or HTML electronic copies of our collateral documents are available online under our **"Employers"** channel – <http://mpnNetwork.com/employers.asp>.

## ABOUT MINORITY PROFESSIONAL NETWORK (MPN)

**Minority Professional Network** is the premiere global **Career, Economic and Lifestyle Connection™** for progressive professionals and a **Viable Source of Top Talent™** for multicultural and diversity focused employers and other entities. Our "Value Network" began in 1998 and the MPN web portal was launched in 2001. Our portal provides value for all races, ethnicities and genders.

Our goal is to continuously offer a comprehensive, interactive, informational resource, networking, and marketing portal for our growing target audience of highly progressive, functionally diverse, geographically dispersed, and culturally diverse business professionals, entrepreneurs, and students. Since 1998, Minority Professional Network and its predecessors have provided value-added solutions, services, and results in support of our clients, advertisers and partners.

## OUR PRIMARY AREAS OF FOCUS

### □ Career

- The Viable Source of Top Talent™ for Diversity Focused Employers
- Employer Recruiting, Resume Generation, Branding and Supplier Diversity Solutions
- Job Seeker Resources (online, e-Communications, offline)
- MPN Executive Search and Resume Database Capability

- Partnership / Sponsorship Packages Available
- Turnkey Custom Event Planning and Marketing Services
- ❑ **Economic**
  - Global Directory of Multicultural and Women Business Listings
  - Entrepreneurship, Wealth Accumulation and Small Business Resources
  - Marketing Solutions, and Business and Technology Consulting Services
- ❑ **Lifestyle / Other Content**
  - 100+ U.S. Geo, International Geo, and Interest Specific Event Calendars
  - Global Directory of Multicultural and Women Non-Profit Listings
  - Student Resources (Internships, Scholarships, Fellowships)
  - Book Channel / Literary Events
  - News, Articles, Press Releases and More

## OUR AUDIENCE AND DEMOGRAPHICS

### Our Audience - Cultural Diversity

- ❑ Asian Descent
- ❑ Black / African Descent
- ❑ Hispanic / Latino Descent
- ❑ African Descent
- ❑ Native American Descent
- ❑ Indian Descent
- ❑ Arab Descent
- ❑ Caribbean Descent
- ❑ White / European Descent
- ❑ Jewish Descent
- ❑ Pacific Island Descent
- ❑ Women
- ❑ Various Other Multicultural Persons

### Our Audience - Functional Diversity

- ❑ Executives
- ❑ Corporate and Business Professionals
- ❑ Government Professionals
- ❑ Entrepreneurs and Small Business Owners
- ❑ Non-Profit Leaders and Participants
- ❑ Elected Officials
- ❑ Organizational and Community Leaders
- ❑ Graduate and Undergraduate Students
- ❑ Legal, Medical and Other Professions
- ❑ Academic Professionals
- ❑ Professional Services Practitioners
- ❑ Law Enforcement & Military Professionals
- ❑ Various Other Functions and Professions

### Top Careers / Functions Represented

- ❑ Sales / Marketing / Business Development
- ❑ Internet / e-Business / Technology / IT
- ❑ Finance / Financial Services / Accounting
- ❑ Education / Training / Academia
- ❑ Human Resources / Staffing
- ❑ Engineering
- ❑ Management / Project Mgmt / Leadership
- ❑ Healthcare / Medical
- ❑ Communications / Broadcasting / Journalism
- ❑ Legal
- ❑ Non-Profit / Community
- ❑ Government / Public Sector
- ❑ Entrepreneurship
- ❑ Students
- ❑ Administrative
- ❑ Advertising / PR
- ❑ **and others**

### Our Traffic and Demographic Facts

- ❑ Millions of Global Multicultural online Users, e-Subscribers and offline Event Attendees
- ❑ 2 Million+ annual **Unique Visitors**
- ❑ 22 Million+ annual **Server Hits**
- ❑ 5 Million+ annual **Page Views**
- ❑ 300,000+ **Subscribers** to MPN's Various Free e-Newsletters and Services
  - 93% Have Earned Post-Secondary Degrees
  - 84% Have Earned a Bachelor Degree or Higher
  - 42% Have Earned Graduate Degrees
  - 34% Have Annual Household Incomes of at Least \$76,000
  - Over 57% of Subscribers are Female
  - More than 90% Are Between Ages of 25 – 55
  - User and Subscriber Audience Representing Virtually All U.S. States
  - User and Subscriber Audience Representing Over 50 Different Countries

## EMPLOYER/LARGE ENTITY OFFERINGS AND SOLUTIONS

Minority Professional Network has supported various clients' diversity-targeted recruiting, resume generation, marketing and branding, supplier diversity, communications, community services and outreach, custom events and initiatives, and related outreach requirements. We offer a wide range of standard, integrated and custom online, e-Marketing, and offline offerings, services and solutions that could potentially benefit and drive targeted results in support of your organization via our rapidly growing, highly diverse and global audience of progressive site visitors, e-Subscribers, alliance partners, and offline initiative attendees and participants.

### Employer Value Offerings & Solutions

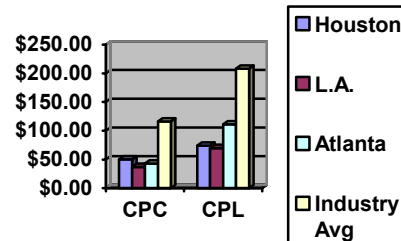
- ❑ Recruitment and Resume Generation
- ❑ Online Job Postings and Candidate Resume Database access
- ❑ Education and Awareness Campaigns
- ❑ Featured Employer and Company Profiles
- ❑ Advertising Campaigns
- ❑ Branding and Marketing Display Ads
- ❑ Turnkey Custom Event Planning and Marketing Services (*career, informational, diversity, supplier diversity, networking, community, etc.*)
- ❑ Supplier Diversity Outreach
- ❑ Community Services Outreach
- ❑ Communications Marketing and Distribution Services (*including media advisory and press release announcements*)
- ❑ Strategic Planning, Marketing and Diversity Thought Leadership and Consultation
- ❑ Contingency Recruiting, Executive Search, and Candidate Referral Services
- ❑ And related multicultural and diversity focused outreach initiatives

### MPN Custom Events

- ❑ Photo from MPN Client Recruiting Event



- ❑ MPN Cost-per-Contact and Cost-per-Lead for Client Events in Houston, Los Angeles and Atlanta versus Industry Averages



## OUR CLIENTS, ADVERTISERS, COLLATERAL & RATES

The summary list of clients, advertisers, partners and resource users as well as the addendums and links below will introduce you to our company, our audience, and our robust and proven portfolio of features, offerings, services, solutions, and capabilities.

### Partial List of Clients and Advertisers

- A.G. Edwards
- AutoTrader
- BellSouth
- CIA
- City of Portland
- FBI
- PricewaterhouseCoopers
- Prudential
- TMP Worldwide
- Tropicana
- Turner Broadcasting
- Tyson Foods

### Partial List of Resource Users

- Asian Women in Business (AWIB)
- Black Enterprise
- Clinton School of Public Service
- EmployeeROI
- FraserNet.com (George C. Fraser)
- Hispanic Business Foundation

- Honda Mfg.
- Interface FLOR
- Johnson Ctrl.s.
- JWT
- MetLife
- Miami Univ (OH)
- Miller Brewing
- Phillip Morris
- United Way
- Univ. of Connecticut
- U.S. Dept. of Agriculture
- U.S. State Department
- Verizon
- Wachovia
- Walgreen's
- Xerox
- Hispanic Alliance for Career Enhancement
- Museum of Latin American Art
- National Black MBA Association
- National Society of Hispanic MBAs
- National Urban League
- South Asian Journalist Association
- Texas L.E.A.D.
- Women Entrepreneurs of America
- Women of Color in Technology

**View other clients and advertisers at:**  
<http://mpnNetwork.com/mktg/clients.pdf>

**View other partners and resources users at:**  
<http://mpnNetwork.com/mktg/resource-users.pdf>

MPN has supported numerous clients, advertisers, and partners and are often asked for similar details from prospective clients regarding our offering details and rates, clients, demographics and stats, archives, etc. Therefore, answers to most frequently asked questions, ranging from summary data to extensive details, can be accessed via the links below or online via our “Employers” interface channel – <http://mpnNetwork.com/employers.asp>.

### Marketing Collateral References

- ❑ Fact Sheet & Summary Demographics  
<http://mpnNetwork.com/mktg/MPN-Fact-Sheet.pdf>
- ❑ Traffic and Demographics Tables  
<http://mpnNetwork.com/advertise/demographics.htm>
- ❑ Detailed Company Overview Presentation  
<http://mpnNetwork.com/mktg/MPNOverview.pdf>
- ❑ Advertising Clients Marketing Display Archives  
<http://mpnNetwork.com/Display-Archives.htm>
- ❑ About MPN Audience Overview  
<http://mpnNetwork.com/mktg/AboutMPN.pdf>
- ❑ Clients and Advertisers  
<http://mpnNetwork.com/mktg/clients.pdf>
- ❑ Partners and Resource Users  
<http://mpnNetwork.com/mktg/resource-users.pdf>
- ❑ MPN Introductory Overview Sheets  
<http://mpnNetwork.com/mktg/Introductory-Collateral.pdf>

### Service Offerings Details & Rates

- ❑ Job Posting Details and Rates  
<http://mpnNetwork.com/advertise/Job-Posting.htm>
- ❑ Featured Employer Profile Details & Rates  
<http://mpnNetwork.com/advertise/Employer-Profile.htm>
- ❑ Graphical Display Marketing Details & Rates  
<http://mpnNetwork.com/advertise/Graphical-Display.htm>
- ❑ e-Newsletter Display Branding & Marketing Ads  
<http://mpnNetwork.com/advertise/eNewsletter.htm>
- ❑ Dedicated e-Broadcast Marketing Campaigns  
<http://mpnNetwork.com/advertise/eBroadcast.htm>
- ❑ Standard and Integrated Partnership Packages  
<http://mpnNetwork.com/advertise/packages.htm>
- ❑ MPN Advertising Solutions Standard Rate Card  
<http://mpnNetwork.com/advertise/Ad-Rates.pdf>
- ❑ MPN Custom Event Planning & Marketing Svcs.  
<http://mpnNetwork.com/advertise/Event-Planning.htm>

## OUR SAMPLE RATES AND FEES

Our outreach solutions often include one or more of the following elements: (1) informational and awareness *online* campaigns, (2) ongoing *e-Newsletter marketing*, (3) dedicated *e-Broadcast communication announcements*, (4) custom *offline* events and initiatives, and (5) *candidate search and referral services*.

The actual costs and fees associated with our various value-added offerings and services significantly vary, ranging from **dollars per day** to **thousands** or **tens of thousands per month or year**.

- ❑ *For example, a **single job posting ad** costs \$150 for a 60 day listing (\$2.50 per day) while the projected fees for a **custom turnkey** recruiting, supplier diversity or career networking event held at an upscale hotel or business club in New York City for a captive audience of 125 attendees may cost up to \$35,000.*

- ❑ Similarly, an annual featured **employer profile** (which includes up to 25 job postings per month) may cost \$39,375 while an unlimited **annual job posting subscription** (client managed and updated) may cost \$25,000 as opposed to a annual contract for automated **job wrapping** (up to 1000 jobs) may cost \$38,190.
- ❑ We also offer numerous monthly to annual **integrated partnership packages** ranging from \$3,010 per month (\$36,120 per year) to \$13,035 per month (\$156,420 per year). All of our standard rates can be viewed online at <http://mpnNetwork.com/ec/rates.asp>.

## LET'S GET STARTED!!!

Our aim is to develop and sustain strategic, value-focused, long-term and mutually rewarding partnering alliances with corporations, governmental agencies, advertising agencies, public relations firms, recruiters, staffing agencies, colleges and universities, business owners, organizations and groups, and other multicultural and diversity-focused entities.

Since we offer custom solutions, our engagement process with potential clients varies, but typically involves sharing this initial electronic (or printed) MPN introductory overview and capabilities data. Potential next steps in our process may include follow up phone conversations or in person meetings to better understand the potential client's specific requirements, priorities, desired outcomes, timing, budgets, targeted demographics (including gender, race/ethnicity, functional areas, geographical areas, and experience levels), etc.

Based on interests, budgetary allotment, timing, and desired outcomes, a client representative could directly proceed with a purchase via credit card, invoice, insertion order or purchase order using our automated online purchase and ad activation system. Conversely, our next deliverable could include submitting a basic Cost Proposal, Advertising Quote, or Payment Request Invoice, or developing and presenting a detailed and comprehensive Capabilities, Cost and Solutions custom proposal.

We look forward to speaking with you or someone else from your organization to learn more about your specific requirements, objectives and priorities, and to generally discuss how some of our offerings and solutions could potentially be applied to help drive targeted results in support of your organization.

If you have any questions, or require additional information or clarification, please contact our main office at (770) 322-9323 or (888) 676-6389.

Thanks in advance for your time and consideration of Minority Professional Network for a mutually rewarding, strategic, long-term, and results- and value-focused partnership in support of your organization's various outreach initiatives.

**Sincerely,**

*C.J. Bland*

Co-Founder  
Minority Professional Network (MPN)  
**Direct:** +1 (770) 322-9323  
**E-mail:** [CJBland@MinorityProfessionalNetwork.com](mailto:CJBland@MinorityProfessionalNetwork.com)

*Thomas Brooks*

Co-Founder  
Minority Professional Network (MPN)  
**Direct:** +1 (281) 217-1960  
**E-mail:** [Brooks@MinorityProfessionalNetwork.com](mailto:Brooks@MinorityProfessionalNetwork.com)

# Minority Professional Network

P.O. Box 55399  
Atlanta, GA 30308-5539

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

<b>DIRECT:</b>	+1 (770) 322-9323
<b>TOLL FREE:</b>	888.MPN.Network (676-6389)
<b>EMAIL:</b>	Diversity@MinorityProfessionalNetwork.com
<b>WEB PORTAL:</b>	www.MinorityProfessionalNetwork.com or www.mpnNetwork.com

**Wholly owned brands or subsidiaries include:**

MPN, MPN Consulting Services, MPN Event Planning Services, MinorityProfessionalNetwork.com, mpnDiversityRecruiters.com