

GENERAL OVERVIEW



Minority Professional Network (MPN) would be honored if your firm considered our company as a potential solutions partner in support of your various workplace diversity, supplier diversity, community services, marketing and other diversity-targeted outreach initiatives, objectives and requirements.

Minority Professional Network has a 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 and partners. Our aim is to garner a better understanding of our prospective clients and partners' diversity-focused goals and objectives, initiatives, priorities, challenges, and areas of focus. Based on the dialogue and upon analysis of the data collected, we subsequently will develop and propose a custom solution aimed at driving targeted results; particularly in support of online and offline recruiting, resume generation, marketing and branding, supplier diversity, and offline diversity-focused events and initiatives.

This *"introductory marketing collateral kit"* will provide additional specifics and informational resource links about our standard offerings, solutions and capabilities that could potentially be of value-added benefit in helping your organization achieve some of its diversity-focused initiatives and objectives. Reflected in this kit are links to frequently requested data and answers to frequently asked questions that will help you become more familiar with some of our solutions, capabilities and how we have and are supporting some of our other clients and partners.

General details and information regarding our stats and traffic, target audience, rates, partnership packages, diversity employer-focused solutions and offerings, lists of client and partners, etc. is either addressed directly on subsequent sheets and/or accessible via the clickable links on the *"Collateral & Informational Links"* sheet.

Please read below or print and read the data on the attached *"introductory marketing collateral kit"* sheets, and contact us if you have any questions or require additional clarification.

We look forward to developing and sustaining a mutually rewarding and beneficial alliance in support of your firm's diversity targeted initiatives!

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

Email: Diversity@MinorityProfessionalNetwork.com

Web portal: www.MinorityProfessionalNetwork.com

ABOUT MPN



Minority Professional Network (MPN) provides the premiere online global interactive **Career, Economic and Lifestyle Connection™** portal for culturally diverse and women professionals around the world. Our “Value Network” began in 1998 and the MPN web portal was launched in 2001.

Our aim 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 located across the USA and abroad.

MPN targets, attracts and delivers relevant and beneficial content, information and resources to progressive professionals of African, Asian, Hispanic, Indian, Native American, and other persons of various ethnic or culturally diverse backgrounds, and women, representing a wide array of careers and professions.

Minority Professional Network is a **Viable Source of Top Talent™ for Diversity Focused Employers**. We provide timely and value-added diversity-targeted recruiting, marketing, advertising, supplier diversity, and branding exposure via our rapidly growing global audience of highly progressive web portal visitors and e-Subscribers. We enable online and offline access for our diversity-focused clients and partners to a highly diverse audience of well educated, variable experience, talented, functionally diverse, and geographically dispersed professionals.

MPN has numerous proven online and offline solutions offerings designed to fit our client's variable needs, objectives, budgets, timelines, target results, scope and areas of focus. We are most interested in developing and sustaining strategic, value-focused, long-term and mutually rewarding partnering alliances with corporations, governmental agencies, business owners, organizations and groups, advertising agencies, recruiters, staffing agencies and other diversity-focused entities.

Our typical partners/clients/advertisers are those seeking exposure for their career opportunities, products or services, events, functions, organizations, programs, or announcements that target, and are of likely benefit or interest to our increasingly growing and highly diverse user and subscriber audience. Our goal is total customer satisfaction in developing and sustaining mutually rewarding and long-term partnerships and alliances.

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OUR AUDIENCE



The resources, content, information, features, offerings, and solutions available via the Minority Professional Network have benefited millions of audience members and thousands of clients, advertisers, partners and resource users around the world. In addition to serving a geographically dispersed and rapidly growing audience, other characteristics, traffic and demographics regarding our highly robust and progressive audience include the following -

- ☐ Our portal has attracted **4 Million+ aggregate users** from **all U.S. states** and over **50 international countries**.
- ☐ Our portal averages **1.8 Million+ Server Hits**, **160,000+ Unique Visitors** and **350,000+ Page Views** per Month
- ☐ More than 300,000 Subscribers have opted in to MPN's Various Free e-Newsletters
 - 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
 - About 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 and 55

Our Audience Reflects Cultural Diversity

- ☐ African Descent
- ☐ Asian Descent
- ☐ Hispanic / Latino Descent
- ☐ Native American Descent
- ☐ Indian Descent
- ☐ Arab Descent
- ☐ Caribbean Descent
- ☐ European Descent
- ☐ Jewish Descent
- ☐ Pacific Island Descent
- ☐ Women

Our Audience Reflects Functional Diversity

- ☐ Executives
- ☐ Corporate Professionals
- ☐ Business Professionals
- ☐ Entrepreneurs
- ☐ Elected Officials
- ☐ Organizational Leaders
- ☐ Non-Profit Participants
- ☐ Students
- ☐ Community Leaders
- ☐ Academic Professionals
- ☐ Professional Services Practitioners

Therefore, we firmly believe that given our target audience, scope, focus, features, functionality, capabilities, and value focus, MPN is uniquely equipped and highly capable of supporting and providing increasing value and results on behalf of our clients, advertisers and partners in various diversity-focused and related areas.

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OUR CLIENTS (Partial List)



During the past few years, our company has provided value-added solutions, services, and results in support of our clients' diversity-targeted recruitment, resume generation, branding, supplier diversity, custom event planning, communications, and related marketing and outreach initiatives.

As one example, the Minority Professional Network (MPN) has been selected by **the U.S. Department of State** to help accelerate and support its efforts to recruit more African-Americans, Latinos and other people of color into the Foreign Service to help promote U.S. diplomacy abroad. During the 2004-2005 and 2005-2006 State Department recruiting seasons, MPN facilitated a national outreach effort to inform targeted minorities and others about these unique opportunities via informational and awareness online campaigns, ongoing "featured employer" e-Newsletter marketing, and dedicated e-Broadcast communications. In addition, MPN provided turnkey custom event planning, coordination, marketing, candidate turnout outreach, and hosted six very successful custom offline **"U.S. State Department Diversity Career Networking Events"** across the U.S. These events were held in Los Angeles (CA), Houston (TX), Anaheim (CA), San Diego (CA), San Antonio (TX), and Miami (FL) and were attended by 500+ candidates and generated 800+ qualified candidate contacts for the State Department.

The **U.S. Department of State** is extremely delighted with the results of the integrated cost-effective online, electronic communications and custom event solution MPN implemented in support of its 2004-2005 and 2005-2006 peak recruiting seasons.

A partial list of MPN clients and advertisers include, but are not limited to, the following:

AFC Worldwide	AFLAC	A.G. Edwards
The Aspen Institute	AutoTrader.com	Avon
BellSouth	Brinker International	Broward (FL) Community College
The California Endowment	CIA	City of Colorado Springs
City of Portland	City of Tacoma	Clayton County Water Authority
Coaching Quest	Columbia University	Comcast
Council for Christian Colleges	Cox Communications	EmployeeROI
FBI	Florida Property Group	Georgia State University
The Graduates Club	Honda Manufacturing	Interface Flooring Systems
J. Walter Thompson (JWT)	Johnson & Johnson	Lock and Key Events
MassMutual Financial Group	MetLife	Miami University (OH)
Miller Brewing Company	Nationwide Insurance	NJ Career Fairs.com
Norfolk Community Svcs. Board	Pitt-Ohio Express	PricewaterhouseCoopers LLP
Providyn Financial	Prudential	Sylvan (Catapult) Learning
TMP Worldwide	Tropicana	Turner Broadcasting
Turnkey Sports	Tyson Foods	U.S. Dept. of Agriculture
U.S. Dept. of State	United Way	University of Connecticut
Utah State University	VA Department of Transportation	VA Housing & Community Devel.
Verizon Wireless	Wachovia Bank	Walgreen's
The Weather Channel	Wells Fargo	Xerox Corporation

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OUR OFFERINGS & SOLUTIONS (Employer Focused)



The following MPN standard value offerings and solutions are designed to assist employers in identifying, attracting, and retaining talented diverse professionals.

Our online and electronic communications “employer-focused” service offerings and solutions include:

- ☐ Online Job Posting Advertisements (each job ad includes a 60-day jobs database listing, a career alert notification, and featured online and e-Newsletter listings)
- ☐ Candidate Resume Database Browsing
- ☐ Featured Employer Profiles
- ☐ Featured Diversity / Career Fair / Career Event Listings
- ☐ Marketing Display Branding & Recruitment Ads (Online/E-news Skyscrapers, Banners, Buttons, Cubes)
 - Recruiting & Resume Generation Marketing Display Ads
 - Products & Services Branding and Marketing Display Ads
 - Employer-of-the-Month Sponsorships
 - Supplier Diversity Marketing
 - Career & Diversity Event Marketing
- ☐ E-Communications Marketing Services
 - Dedicated E-Broadcast Services (Geographical, Regional, National, Global, Interest Specific, Functional)
 - E-Newsletter Advertising Services (Geographical, Regional, National, Global, Interest Specific, Functional)
- ☐ Sponsorship / Partnership Packages

Our offline service offerings and solutions include:

- ☐ Supplier Diversity Online / Offline Programs and Initiatives
- ☐ Custom Resume Generation, Branding, and Offline Recruiting Solutions and Services
- ☐ MPN Diversity Recruiters: Offline Candidate Search and Placement Services
 - Contingency Recruiting Services
 - Retained Search Services
 - Candidate Referral Services
- ☐ MPN Custom Event Planning & Marketing Services
- ☐ MPN Strategic Planning, Business, and Technology Consulting Services
- ☐ Other Value-added Client Services

MPN **also offers** various other features, and marketing and branding resources, offerings and solutions designed to add value and assist our “**non-hiring employers**” (e.g., companies, organizations, entrepreneurs and small business owners, authors, artists, and other individuals and entities).

For additional details, descriptions and rates, please visit our [Advertising Solutions](http://MinorityProfessionalNetwork.com/Advertise.htm) – <http://MinorityProfessionalNetwork.com/Advertise.htm>.

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MPN CUSTOM EVENT PLANNING & MARKETING SOLUTIONS

MPN can facilitate events to provide your organization with exposure to top culturally and ethnically diverse talent. This capability leverages our ongoing experience and ability to heavily market and promote various clients, partners and portal users' career, entrepreneurial, networking, community outreach, supplier diversity, conferences, and various other events and initiatives taking place across the U.S. and around the world.

We also have seen that many of our portal users, e-Subscribers, and members of partner networks and organizations usually "spread the word" to others about events, news, articles, jobs, resources, and related content and information communicated via MPN. In other words, such exposure yields long-term marketing/branding opportunities in addition to tactical value and results for our clients, partners, advertisers, and users.



MPN promotes these events via our numerous existing online, organizational, media, and public relations partnerships and alliances. MPN can also collaborate closely with our clients' marketing communications / public relations staff and agencies. MPN also targets entities to be "Local Partners" for communications and support related to the events:



MPN Event Planning Services deliver turnkey events which typically include the following:

- ☐ Comprehensive event planning
- ☐ Contract negotiations
- ☐ Site selection / Meeting with the facility's staff to review aspects of the event
- ☐ On-site management
- ☐ Setting up registration, greeting and registering participants
- ☐ Coordinating logistics including signage, food, beverages, and traffic flow
- ☐ Serving as a point of contact for site staff and participants
- ☐ Overseeing, adjusting, and managing the event area and audio-visual setup
- ☐ Facilitating time schedules and the event flow
- ☐ Obtaining audience/customer feedback and evaluations

Visit <http://MinorityProfessionalNetwork.com/advertise/Event-Planning.htm> for more details

COLLATERAL & INFORMATIONAL LINKS



Please click on the collateral and informational hyperlinks below to gain a better understanding of our primary areas of focus, advertising solutions offerings, demographic summary data, web portal traffic and subscriber data, partner / sponsor package offerings, rate schedule, and a partial list of clients, advertisers, affiliations and partnerships.

MPN WEB PORTAL References (HTML)

- ☐ **MPN Advertising Solutions Rates & Overview:** <http://MinorityProfessionalNetwork.com/Advertise.htm>
- ☐ **MPN Employer Solutions Menu:** <http://MinorityProfessionalNetwork.com/EC/Login.asp>
- ☐ **MPN e-Newsletter & e-Broadcast Archives:** <http://MinorityProfessionalNetwork.com/Newsletter.htm>
- ☐ **MPN Marketing Display Archives:** <http://MinorityProfessionalNetwork.com/Display-Archives.htm>
- ☐ **MPN Standard & Integrated Partnership Options:** <http://MinorityProfessionalNetwork.com/Partner.htm>
- ☐ **MPN Event Planning & Marketing Services** <http://MinorityProfessionalNetwork.com/advertise/Event-Planning.htm>
- ☐ **MPN Online Media Kit & Collateral References Menu:** <http://MinorityProfessionalNetwork.com/Collateral.htm>
- ☐ **About MPN General Information & FAQ Channel:** <http://MinorityProfessionalNetwork.com/About.htm>

MPN WEB PORTAL References (PDF)

- ☐ **MPN Introductory Marketing Collateral Information Sheets:** <http://MinorityProfessionalNetwork.com/mktg/MPN-Introductory-Collateral.pdf>
- ☐ **MPN Summary Fact Sheet:** <http://MinorityProfessionalNetwork.com/Mktg/MPN-Fact-Sheet.pdf>
- ☐ **MPN Overview, Traffic & Demographic Data PowerPoint Presentation:** <http://MinorityProfessionalNetwork.com/Mktg/MPNOverview.pdf>
- ☐ **MPN Advertising & Services Offerings Standard Rate Card:** <http://MinorityProfessionalNetwork.com/mktg/MPN-Advertising-Rates.pdf>
- ☐ **MPN Standard & Integrated Partnership Options** <http://MinorityProfessionalNetwork.com/mktg/MPN-Standard-Partnership-Options.pdf>

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LET'S GET STARTED!!!



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Upon reviewing the information included in this collateral information kit along with additional data on our web portal, please contact us if you have any questions or need clarification.

We look forward to hearing from you or someone else within your organization. Otherwise, someone from our organization will follow up soon to determine if you have any questions, require additional information or clarification, or are ready discuss the next steps to proceed with formalizing a mutually rewarding, strategic, long-term, and value-focused partnership in support of your organization and its diversity recruiting, resume generation, marketing and branding, supplier diversity, custom events and related initiatives, objectives and requirements.

Sincerely,

Dominique Walton Brooks

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