

MPN STANDARD RATE CARD

Std. Fee Schedule for General Advertising & Employer Svcs.



ONLINE RECRUITING PACKAGES (Job Postings + Resume Browsing)

Package Type	Total Fee	Qty Job Postings	Job Ad Duration	Qty Resume Sessions	Effective Rate per Job	Effective Rate per Day
Qty1-15 day	\$75	1 Job	15 days	1 session	\$75	\$5.00
Qty1-30 day	\$100	1 Job	30 days	2 sessions	\$100	\$3.33
Qty1-45 day	\$125	1 Job	45 days	3 sessions	\$125	\$2.78
Qty1-60 day	\$150	1 Job	60 days	4 sessions	\$150	\$2.50
Qty 2 Pack	\$280	2 Jobs	60 days	8 sessions	\$140	\$2.33
Qty 3 Pack	\$390	3 Jobs	60 days	12 sessions	\$130	\$2.17
Qty 4 Pack	\$480	4 Jobs	60 days	16 sessions	\$120	\$2.00
Qty 5 Pack	\$550	5 Jobs	60 days	20 sessions	\$110	\$1.83
Qty 10 Pack	\$1000	10 Jobs	60 days	40 sessions	\$100	\$1.67
Qty 25 Pack	\$2000	25 Jobs	60 days	100 sessions	\$80	\$1.33
Qty 50 Pack	\$3000	50 Jobs	60 days	200 sessions	\$60	\$1.00

Each package includes: 30 or 60-day Std. Job listing + 15-day Featured Job listing + Job Alert notification + Career Resource e-Newsletter + Resume Browsing sessions.

Please e-mail or call 888-676-6389 for **Unlimited Packages (1, 3, 6, 9, 12 mos.)**

FEATURED EMPLOYER PROFILES (Display Ads + Qty Jobs/mo)

Display Ad Unit Size	Monthly	Quarterly	Semi-Ann.	Annual
	Please e-mail or call 888-676-6389 for a Custom Quote			

FEATURED CALENDAR EVENT LISTING (Online Text Ad)

Package Type	# Pages	30 Days	60 Days	90 Days	180 Days	365 Days
Multi-content	10	\$15	\$25	\$35	\$55	\$75
Home Page+	12	\$30	\$50	\$70	\$110	\$150

FEATURED BUSINESS DIRECTORY LISTING (Online Text Ad)

Package Type	# Pages	30 Days	60 Days	90 Days	180 Days	365 Days
Business Dir+	10	\$10	-	\$20	\$30	\$50
Home Page+	12	\$20	-	\$40	\$60	\$100

FEATURED NONPROFIT DIRECTORY LISTING (Online Text Ad)

Package Type	# Pages	30 Days	60 Days	90 Days	180 Days	365 Days
Nonprofit Dir+	10	\$5	-	\$10	\$15	\$25
Home Page+	12	\$10	-	\$20	\$30	\$50

RESUME BROWSING (A la Carte)

Browsing Sessions	Total Fee	Effective Rate per Session
1 Session	\$25	\$25
5 Sessions	\$100	\$20
10 Sessions	\$150	\$15
25 Sessions	\$250	\$10
50 Sessions	\$350	\$7
1 Mo Unlim	\$500	-
3 Mo Unlim	\$1200	-
6 Mo Unlim	\$2000	-
12 Mo Unlim	\$3000	-

Each unique resume database login is defined as a session.

DEDICATED E-BLAST (Solo e-mail blast)

Subscriber Audience	Unique Lists	Total Count	Min Fee	Max Fee
U.S. Metro Area	84	e-Newsletter Advertising Only		
U.S. States	50	varies	\$50	\$500
International Geo Area	102	varies	\$50	\$250
Interests or Functional	12+	varies	\$50	\$750
U.S. Regions	8	varies	\$250	\$1000
U.S. Nationwide	1	250K+	-	\$3500
Global Audience	1	300K+	-	\$4000

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

E-NEWSLETTER DISPLAY AD

(U.S. Geo Area Standard Rates; Business Card not included)

e-News Audience	Full Page Ad	1/2 Page Ad	LdrBrd Sup Ban	Skyscraper or Enh Ban	Std. Banner
Tier 1 Lists	\$175	\$125	\$100	\$80	\$55
Tier 2 Lists	\$140	\$110	\$90	\$70	\$45
Tier 3 Lists	\$125	\$100	\$80	\$50	\$30
Tier 4 Lists	\$85	\$70	\$60	\$45	\$25
Tier 5 Lists	\$65	\$55	\$40	\$30	\$20
Tier 6 Lists	\$40	\$35	\$30	\$20	\$15

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

Business Card and Button/Cube Rates not listed, but available online.

SINGLE PAGE GRAPHICAL DISPLAY ADS

Fee based on ad unit size + page location + monthly impressions estimate. Purchased Display Ad Unit Appears on **Single MPN Web Portal Page.**

LEADERBOARD Display Ad Unit (728x90 Pixels)

Page Location	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
Home / Data	100000	\$1200	\$8.33	\$10000
Employment	50000	\$600	\$10.00	\$6000
Other Pages	varies	\$300	-	\$2500

SKYSCRAPER Display Ad Unit (125x600 Pixels)

Page Location	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
Home / Data	100000	\$800	\$5.83	\$7000
Employment	50000	\$400	\$6.67	\$4000
Other Pages	varies	\$200	-	\$1500

ENH. BANNER Display Ad Unit (468x200 Pixels)

Page Location	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
Home / Data	100000	\$600	\$4.17	\$5000
Employment	50000	\$300	\$5.00	\$3000
Other Pages	varies	\$150	-	\$1250

STD. BANNER Display Ad Unit (468x60 Pixels)

Page Location	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
Home / Data	100000	\$400	\$2.92	\$3500
Employment	50000	\$200	\$3.33	\$2000
Other Pages	varies	\$100	-	\$1000

BUSINESS CARD or PROFILE (225x128 Pixels)

Page Location	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
Home / Data	100000	\$300	\$2.08	\$2500
Employment	50000	\$150	\$2.50	\$1500
Other Pages	varies	\$75	-	\$500

BUTTON / CUBE Display Ad (125x125 Pixels)

Page Location	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
Home / Data	100000	\$200	\$1.46	\$1750
Employment	50000	\$100	\$1.67	\$1000
Other Pages	varies	\$50	-	\$250

Video banners and other graphical display image sizes available. Call or e-mail for these custom rates or weekly, quarterly, or semi-annual rates.

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MPN OFFLINE SERVICES & SOLUTIONS

Event Planning, Marketing, Registration or Support Svcs.

Recruiting/Career, Diversity, Supplier Diversity, Community, Business, Networking, Social, Economic, Lifestyle, and Related Outreach Events

- MPN Event Services Overview - www.MPNsite.com/mktg/Event-Overview.pdf
 - Comparative chart of **ALL** MPN standard event services
- Sample MPN Event Photos - www.MPNsite.com/mktg/Event-Photos.pdf
- Turnkey Event Planning Svcs. - www.MPNsite.com/mktg/Event-Planning.pdf
 - Bundled Fee, Turnout Guarantee, Venue & F&B **Included**
- Marketing and Turnout Svcs. - www.MPNsite.com/mktg/Event-Marketing.pdf
 - Bundled Fee, Turnout Guarantee, Venue & F&B **NOT** Included
- Registration and Support Svcs. - www.MPNsite.com/mktg/Event-Support.pdf
 - Bundled Fee, **NO** Turnout Guarantee, Venue & F&B **NOT** Included

MPN Training and Development Services

Speakers, Trainers, 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.

MPN Training Services Overview - www.mpnsite.com/mktg/Training-Overview.pdf

- Summary overview of standard training topics and themes
- [Call or e-mail to detail requirements and receive a custom quote](#)

Consulting & Professional Services

- Strategic Business Planning and Coaching
- Diversity and Multicultural Outreach Strategy and Consulting Services
- Business Services
- Technology Services
 - [Call or e-mail to detail requirements and receive a custom quote](#)

Offline Recruiting & Resume Generation Services

- Contingency Recruiting
- Retained Search
- Candidate Referrals
 - [Call or e-mail to detail requirements and receive a custom quote](#)

MPN CUSTOM INTEGRATED PARTNERSHIP PACKAGES

- Bundled Online, e-Marketing, and Offline offerings and services
 - [Call or e-mail to detail requirements and receive a custom quote](#)

About MPN:

- "Value Network" Launched in 1998, Web Site Provides Value for All Races, Ethnicities and Genders
- The Global Career, Economic, Lifestyle & Networking Connection™ for Progressive Professionals
- Multicultural Recruiting, Marketing, Advertising, Event Planning & Training Solutions
- A Viable Source of Top Talent™ for Multicultural & Diversity-Focused Employers
- Millions of Users and Hundreds of Thousands of e-Subscribers from all 50 U.S. States and over 50 International Countries.

Our U.S. Audience includes:

- African Americans (Blacks), Arab Americans, Asian Americans, Caribbean Americans, European Americans (Whites), Jewish Americans, Hispanic Americans (Latinos), Native Americans (Indians), Pacific Islanders
- Women of ALL races, cultures and ethnicities
- Various other cultures, races and ethnicities.

Our **Global Audience** also includes persons of African, Arab, Asian, Australian, Canadian, Caribbean, European, Jewish, Latin, Pacific, Russian, etc. Ancestry or Descent.

Traffic and Demographic Summary:

- Millions** of Website Users and e-Subscribers from ALL U.S. states and 50 other countries
- Millions of Unique Visitors** per Year (Hundreds of thousands per month)
- Tens of Million of Hits** per Year (Millions per month)
- Millions of Page Views** per Year (Hundreds of thousands per month)
- Hundreds of Thousands of 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 \$76K
 - Over 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 – 55

MULTI-PAGE GRAPHICAL DISPLAY ADS

Fee based on ad unit size + min. monthly impressions guarantee level. Purchased Display Ad Unit appears on [Multiple MPN Web Portal Pages](#).

LEADERBOARD Display Ad Unit (728x90 Pixels)

Exposure Level	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High Exposure	200000	\$2400	\$8.33	\$20000
Enh. Exposure	100000	\$1200	\$9.17	\$11000
Basic Exposure	50000	\$600	\$10.00	\$6000

SKYSCRAPER Display Ad Unit (125x600 Pixels)

Exposure Level	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High Exposure	200000	\$1600	\$5.63	\$13500
Enh. Exposure	100000	\$800	\$6.25	\$7500
Basic Exposure	50000	\$400	\$6.67	\$4000

ENH. BANNER Display Ad Unit (468x200 Pixel)

Exposure Level	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High Exposure	200000	\$1200	\$4.17	\$10000
Enh. Exposure	100000	\$600	\$4.58	\$5500
Basic Exposure	50000	\$300	\$5.00	\$3000

STD. BANNER Display Ad Unit (468x60 Pixels)

Exposure Level	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High Exposure	200000	\$800	\$2.92	\$7000
Enh. Exposure	100000	\$400	\$3.33	\$4000
Basic Exposure	50000	\$200	\$3.33	\$2000

PROFILE or BUSINESS CARD (225x128 Pixels)

Exposure Level	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High Exposure	200000	\$600	\$2.08	\$5000
Enh. Exposure	100000	\$300	\$2.50	\$3000
Basic Exposure	50000	\$150	\$2.50	\$1500

BUTTON / CUBE Display Ad (125x125 Pixels)

Exposure Level	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High Exposure	200000	\$400	\$1.46	\$3500
Enh. Exposure	100000	\$200	\$1.67	\$2000
Basic Exposure	50000	\$100	\$1.67	\$1000

Video banners and other graphical display image sizes available. Call or e-mail for these custom rates or weekly, quarterly, or semi-annual rates.