



MPN EMPLOYER & LARGE ENTITY OFFERINGS & SOLUTIONS

Proven Multicultural Recruiting, Marketing, Advertising, Event Planning & Training Solutions ([Online](#), [e-Marketing](#), [Offline](#))

Determine Your Goals then Let us Drive Results for Your Plan!

Several Good Reasons to Choose MPN's Multicultural Services

- Highly Diverse, Highly Skilled Audience
- Recruit Top Diverse Candidates
- Reach a Broad Variety of Disciplines
- Audience in ALL states and 50 countries
- Reach Active and Passive Candidates
- Web Site and e-Newsletter Advertising
- Complimentary Job Alerts to Users
- Reasonable and Flexible Rates
- Event Planning, Marketing & Support
- Event Registration & Reporting
- Quick and Easy Job Posting Process
- Employer Resume Search Capability
- Multiple Partnership Packages/Options
- Targeted Recruitment Services
- Education, Training & Development
- Diversity Strategy & Consultation Svcs.
- Multicultural Marketing & Advertising
- Additional Exposure for Job Listings via Complimentary e-Newsletter Inclusion
- Enhanced Advertising Graphical Company Profiles and Display Ads
- Full Spectrum of Career, Economic, Lifestyle and Networking™ Offerings
- Robust Content/Features Attract Passive Job Seekers to Job Postings/Ads
- Proven Results! Services Purchased by thousands of clients and advertisers
- Viable Source of Top Talent™ for Diversity Focused Employers since 1998



For more information, contact:
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Direct: +1 (404) 629-9323
Toll Free: (888) 676-6389

E-mail: Support@mpnDiversityJobs.com

Primary Web Sites:

www.MPNsite.com

www.MPNjobs.com

www.MinorityProfessionalNetwork.com

PARTIAL LIST OF CLIENTS AND ADVERTISERS

Corporate		Government	Nonprofit / Other	Academia
• AFLAC	• Merck	• Alachua County	• AARP	• Brooklyn CC
• A.G. Edwards	• Meritor	• Bonneville Power Admin	• ACLU	• Broward College
• AIG	• MetLife	• California PUC (CPUC)	• Alameda CC Food Bank	• Carnegie Mellon Univ.
• Alcon Labs	• Microsoft	• Chicago Pub. Schools	• Alzheimer's Assoc.	• Columbia University
• Alliant Energy	• Novartis	• Central Intel. Agency (CIA)	• Archdiocese of New York	• CUNY
• Allstate	• Philip Morris	• City of Co. Springs (CO)	• Assoc. of Gov. Boards	• Cuyahoga CC
• American Express	• PNC Bank	• City of Gainesville (FL)	• American Cancer Society	• Emory University
• AT&T Wireless	• Polo Ralph Lauren	• City of Garland (TX)	• Big Brothers of Mass. Bay	• Harvard Univ.
• AutoTrader.com	• Pratt & Whitney	• City of Madison (WI)	• CARE USA	• Johns Hopkins Univ.
• Avon	• Prudential	• City of Portland (OR)	• Carolinas Healthcare System	• Kent State Univ.
• Bank of America	• PS Clean Air	• City of Tacoma (WA)	• Congressional Black Caucus	• Miami Univ. (OH)
• BASF	• PwC	• City of Waco (TX)	• CPUC	• Michigan State Univ.
• Bernard Hodes	• RR Donnelley	• Clayton County (GA)	• DCCC	• Northern Arizona Univ.
• Boston Market	• Raytheon	• Congr. Budget Ofc. (CBO)	• Episcopal Comm. Svcs. (MD)	• Ohio University
• BP	• Sears	• Detroit Land Bank Auth.	• Food Corps	• Prescott College
• Brinker Int'l	• Siemens	• Fed. Bureau of Inves. (FBI)	• Hispanic Alliance (HACE)	• Seattle University
• Burger King	• SimplexGrinnell	• Federal Reserve Bank	• Hispanic Business Mag.	• South Dakota State Univ.
• CBS Corporation	• Sodexo	• Missouri DoC (MDC)	• Immigration Equality	• Texas A&M Univ.
• Comcast	• Southern Co.	• Monterey Cty. (CA)	• Mass. Legal Assist. Corp.	• The University of Chicago
• Ernst & Young	• Spherion	• Multnomah Cty (OR)	• MSKCC	• U. of AL at Birmingham
• E.W. Scripps	• Starbucks	• NASA	• Nat'l Black MBA Assoc.	• University of Cincinnati
• FADV	• Target	• Port Authority NY/NJ	• National Sales Network	• University of Connecticut
• Family Dollar	• Time Warner	• SANDAG	• NHCLUF	• University of Georgia
• Federal Express	• TJX Companies	• San Diego County	• Planned Parenthood	• University of Hartford
• Frasca Int'l	• TMP	• Springfield (IL) CWLP	• SF Child Abuse Prevent. Ctr.	• University of Houston
• Georgia-Pacific	• Toyota	• Thurston County (WA)	• Swedish Medical Center	• University of Illinois
• Hewitt Associates	• Travelers	• USDA	• SEIU Local 1000	• Univ. of IL at Chicago
• Honda Mfg.	• Tropicana	• U.S. Customs & Border P.	• Texas Business Alliance	• University of Iowa
• Intel	• Turner	• U.S. Foodservice	• The Nature Conservancy	• Univ. Missouri-St. Louis
• Johnson & Johnson	• Tyson Foods	• U.S. Dept. of Energy	• United Church of Christ	• Univ. of Nevada at Reno
• Johnson Controls	• United Tech Corp	• U.S. Dept. of State	• United Way	• Univ. of Nevada Med. School
• JWT	• Verizon	• U.S. Homeland Security	• Urban League	• Univ. of North Florida
• KPMG	• Wachovia	• U.S. Small Bus. Ad. (SBA)	• U.S. Golf Association	• University of Tennessee
• Manpower	• Walgreen's	• Virginia D.O.T.	• U.S. Olympic Committee	• University of Wisconsin
• MassMutual	• Xerox	• Virginia HCDC	• YouthBuild USA	• Utah State University

SAMPLE CORPORATE CLIENT EVENTS PLANNED/SUPPORTED BY MPN

Coral Gables, FL



Coral Gables, FL



Coral Gables, FL



Coral Gables, FL



New York, NY



New York, NY



New York, NY



Detroit, MI



Detroit, MI



Detroit, MI



Raleigh, NC



Raleigh, NC



Atlanta, GA



Miami, FL



Miami, FL



San Antonio, TX



San Diego, CA



Anaheim, CA



Los Angeles, CA



Houston, TX



MPN OVERVIEW & CAPABILITIES

Summary Demographics and Standard Online, E-marketing & Offline Services (Employer/Large Entity-focused)



MPN OFFLINE SERVICES & SOLUTIONS

Event Planning, Marketing, Registration & 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 & 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

ONLINE & E-MARKETING

Online Recruiting & Sourcing Solutions

Recruiting and Sourcing Solutions - Job Postings, Resume Browsing, Company Profiles, Applicant Tracking, Resume Alerts, etc.

- MPN Job Board Site - www.mpnDiversityJobs.com
- Standard Rates & Fees - www.mpnDiversityJobs.com/rates.pdf
- Clients & Advertisers - www.mpnDiversityJobs.com/clients.pdf

Other Web-based Advertising Services

Web-based Recruiting, Branding, Education, Awareness & Related Outreach Campaigns

- Featured Video & Graphical Display Ads** - www.mpnDiversityJobs.com/rates.pdf -OR- www.MPNsite.com/advertise/display.htm
- Featured Online Calendar / Career Fair Listings** - www.MPNsite.com/advertise/calendar.htm
- "Free" Online Calendar / Career Fair Listings** - www.MPNsite.com/calpost.asp
- "Free" News & Press Release Listings** - www.MPNsite.com/contentpost.asp

E-marketing Services

E-mail Marketing Recruiting, Branding, Education, Awareness & Related Outreach Campaigns

- E-Newsletter Display Ads - www.MPNsite.com/advertise/newsletter.htm
- Dedicated (Solo) E-Blast Display Ad Campaigns - www.MPNsite.com/advertise/eblast.htm

Quick Reference Links

- Demographics & Employer Solutions Overview - www.mpnDiversityJobs.com/employers.pdf
- About MPN - www.mpnDiversityJobs.com/about/