



## **JobConcierge.com Advertising Rate Card**

For Years 2009/ 2010

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The Human Powered Job Search Solution



## Why Should You Advertise at JobConcierge.com? The Opportunity

### A high quality job resource connected to Web 2.0 offering the best value

- JobConcierge.com is a quality job search resource that helps you **reach potential customers**:
  - 50,000+ page views in first month
  - North America focused traffic: 97% traffic from US
  - All visitors have an appetite for searching for jobs, reading job advice and alike!
- JobConcierge is integrally connected to **Web 2.0** and **social media networks**:
  - 14,000+ followers on Twitter
  - 3,500+ connections on LinkedIn
  - 1,000+ FaceBook Group members
  - Well respected member on StumbleUpon
- JobConcierge offers the best value for your advertising dollars!
  - Relevant quality links for as little as \$5/ month
  - Flexible terms and arrangement that promise to suit your needs





## Menu of Current Advertising Options

### A wide variety of marketing options to fit all budgets

#### Plan A: Cover Page Listings (as low as \$49 per month)

- **Straightforward link from a cover homepage at an affordable price**
- Examples:
  - Job Fairs and Networking Events: <http://www.jobconcierge.com/job-fairs>
  - Best Job Boards: <http://www.jobconcierge.com/best-industry-job-boards>
  - Best Job Search Advice: <http://www.jobconcierge.com/best-job-search-advice>

#### Plan B: Topic Site Listings (as low as \$15 per month)

- **Relevant and economical links from specific topics within cover homepage**
- Examples:
  - California Job Fairs and Networking Events:  
<http://www.jobconcierge.com/job-fairs/CA-California-job-fairs>
  - Accounting Job Boards:  
<http://www.jobconcierge.com/best-industry-job-boards/finance-accounting-insurance-job-boards/>
  - Resume Job Advice: <http://www.jobconcierge.com/best-job-search-advice/Resume/>

#### Plan C: Site Promotion Combo (as low as \$61 per month)

- **Combination of Plan A and Plan B for the best promotion of your site**
- Includes One Cover Letter Page Listing and 3 Topic Site Listings

#### Plan D: Site Specific Page Listings (as low as \$5 per month)

- **Easy and effective way to reach highly targeted audience on the cheap**
- Examples:
  - eFinancialCareers: <http://www.jobconcierge.com/best-industry-job-boards/view/eFinancialCareers/>
  - TheLadders: <http://www.jobconcierge.com/best-industry-job-boards/view/SalesLadder/>
  - Entry Level Sample Resumes:  
<http://www.jobconcierge.com/best-job-search-advice/view/EntryLevelSampleResumes/>



## Plan A: Cover Page Listings As low as \$49 per month

### Sample Layout

**Job Concierge**  
Professional job searchers delivering results

HOME | HOW IT WORKS | SUCCESS STORIES | JOB CONCIERGE BLOG

### Job Concierge's Best Industry Job Boards on the Internet

Did you know... If you're only using Monster, CareerBuilder and HotJobs in your online job search, you could be missing more than half of the jobs out there for you! At Job Concierge, a real HR professional searches through over 300 job boards to find you exactly the right job and submit your applications. Widen your job search and increase your chances of finding the right job in less time today with a free set of job matches.

We sent out a questionnaire on LinkedIn to over 3,000 executives in various fields on which industry job sites and job boards they like to use and which ones they find most useful. We collected the data, cleaned it up and analyzed the sites to present you a summary of Job Concierge's Best Industry Job Boards on the Internet.

Criteria:

- Each industry job board listed below has been recommended by more than 30 executives
- Although there are many great pay-for-membership sites for specific industries, we have decided to only list free sites and sites that at least allow job seekers to submit details
- Easy to use and most importantly - helpful for job seekers!

This is our first version of the Job Concierge Best Industry Job Boards on the Internet and it could not have been possible without the help of our friends on LinkedIn. If you have a spare second, please help contribute by giving a thumbs-up to job boards that you use or by writing a review. Thanks again for making Job Concierge your preferred choice for job search optimization.

Accounting Job Boards	614	Marketing and Advertising Job Boards	662
Animal Job Boards	113	Media and Communications Job Boards	609
Arts and Publications Job Boards	454	Medical and Science Job Boards	515
Education Job Boards	344	Natural Resources Job Boards	249
Energy Job Boards	249	Networking Job Boards	281
Engineering Job Boards	918	Nonprofit Job Boards	100
Fashion and Entertainment Job Boards	266	Public Relations (PR) Job Boards	609
Finance Job Boards	614	Real Estate and Construction Job Boards	443
Food and Beverage Job Boards	383	Retail and Customer Service Job Boards	332
Gaming Job Boards	363	Sales Job Boards	313
Government and Public Sector Job Boards	346	Security Clearance Job Boards	346
Human Resources (HR) Job Boards	160	Search Job Boards	266
Insurance Job Boards	614	Technology Job Boards	918
Legal Job Boards	269	Travel and Hospitality Job Boards	363
Management Job Boards	213		

Recommend a Job Board

Searching for a job is more than just going through job boards online. Take a break from the computer - meet recruiters and employers at job fairs and networking events. Check out what's going on in your area with the most comprehensive list of job fairs and networking events on the internet completely free from Job Concierge.com

**Your Ad will appear here**

### Description

- Straightforward link from a cover homepage at an affordable price
- Examples:
  - Job Fairs and Networking Events: <http://www.jobconcierge.com/job-fairs>
  - Best Job Boards: <http://www.jobconcierge.com/best-industry-job-boards>
  - Best Job Search Advice: <http://www.jobconcierge.com/best-job-search-advice>

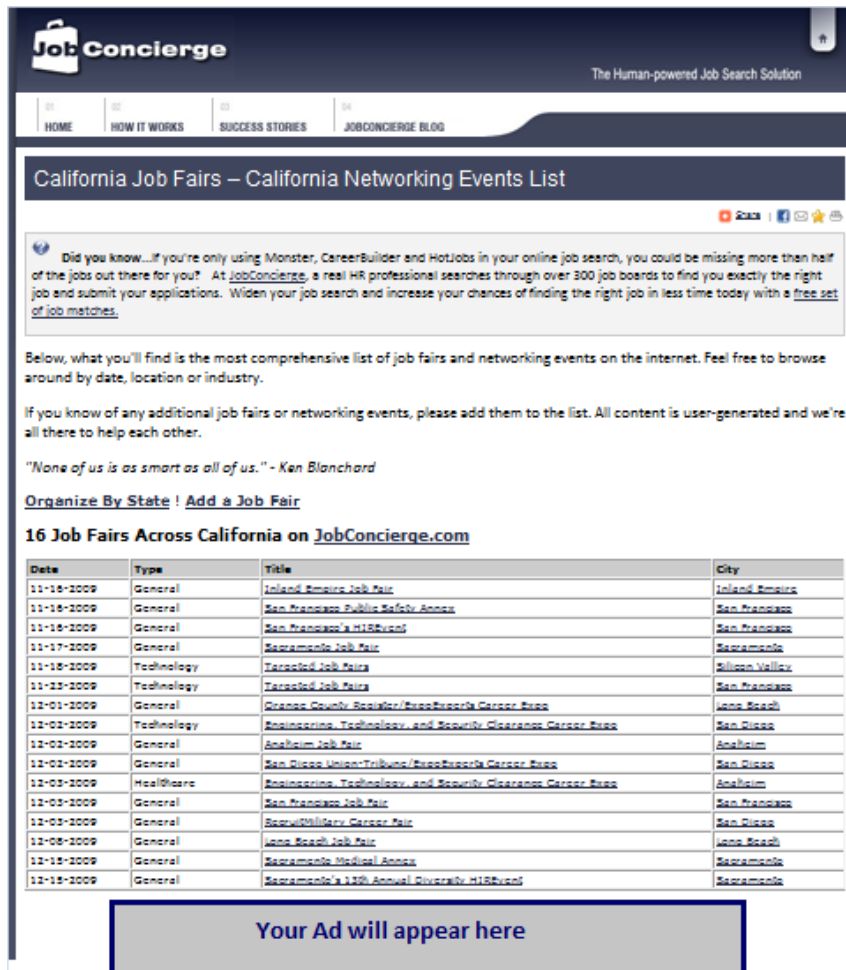
### Rates

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 79	\$ 79	
3 Months	\$ 198	\$ 66	16%
6 Months	\$ 349	\$ 58	26%
12 Months	\$ 588	\$ 49	38%

## Plan B: Topic Site Listings

As low as \$15 per month

### Sample Layout



The screenshot shows the Job Concierge website interface. At the top, there's a navigation menu with links for HOME, HOW IT WORKS, SUCCESS STORIES, and JOB CONCIERGE BLOG. The main content area is titled "California Job Fairs – California Networking Events List". Below the title, there's a social media sharing bar and a text block that reads: "Did you know...If you're only using Monster, CareerBuilder and HotJobs in your online job search, you could be missing more than half of the jobs out there for you? At JobConcierge, a real HR professional searches through over 300 job boards to find you exactly the right job and submit your applications. Widen your job search and increase your chances of finding the right job in less time today with a free set of job matches." Below this, there's a paragraph: "Below, what you'll find is the most comprehensive list of job fairs and networking events on the internet. Feel free to browse around by date, location or industry." Another paragraph follows: "If you know of any additional job fairs or networking events, please add them to the list. All content is user-generated and we're all there to help each other." A quote is displayed: "None of us is as smart as all of us." - Ken Blanchard. Below the quote, there's a link "Organize By State! Add a Job Fair" and a heading "16 Job Fairs Across California on JobConcierge.com". A table lists 16 job fairs with columns for Date, Type, Title, and City. At the bottom, there's a grey box with the text "Your Ad will appear here".

Date	Type	Title	City
11-16-2009	General	Inland Empire Job Fair	Inland Empire
11-16-2009	General	San Francisco Public Safety Annex	San Francisco
11-16-2009	General	San Francisco's HiSBuyoff	San Francisco
11-17-2009	General	Sacramento Job Fair	Sacramento
11-18-2009	Technology	Tarantula Job Fairs	Milliken Valley
11-23-2009	Technology	Tarantula Job Fairs	San Francisco
12-01-2009	General	Orange County Superior/Essex Superior Career Fairs	Jana Beach
12-02-2009	Technology	Engineering, Technology, and Security Clearance Career Fairs	San Diego
12-02-2009	General	Anaheim Job Fair	Anaheim
12-02-2009	General	San Diego Union-Tribune/Essex Superior Career Fairs	San Diego
12-03-2009	Healthcare	Engineering, Technology, and Security Clearance Career Fairs	Anaheim
12-03-2009	General	San Francisco Job Fair	San Francisco
12-03-2009	General	Beaver/Hillery Career Fair	San Diego
12-08-2009	General	Jana Beach Job Fair	Jana Beach
12-15-2009	General	Sacramento Medical Annex	Sacramento
12-15-2009	General	Sacramento's 11th Annual Diversity HiSBuyoff	Sacramento

### Description

- Relevant and economical links from specific topics within cover homepage
- Examples:
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<http://www.jobconcierge.com/job-fairs/CA-California-job-fairs>
  - Accounting Job Boards:  
<http://www.jobconcierge.com/best-industry-job-boards/finance-accounting-insurance-job-boards/>
  - Resume Job Advice:  
<http://www.jobconcierge.com/best-job-search-advice/Resume/>

### Rates

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 25	\$ 25	
3 Months	\$ 60	\$ 20	20%
6 Months	\$ 108	\$ 18	28%
12 Months	\$ 180	\$ 15	40%

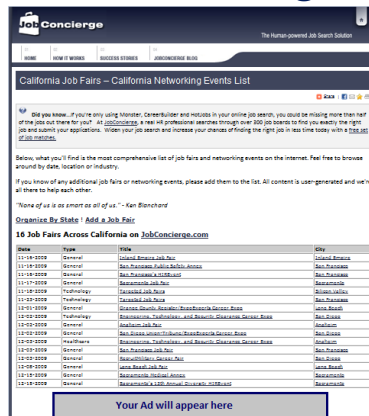


# Plan C: Site Promotion Combo

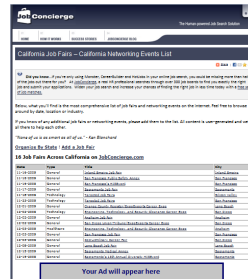
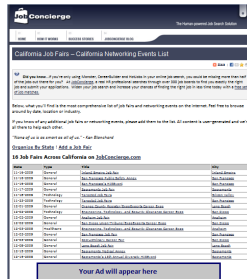
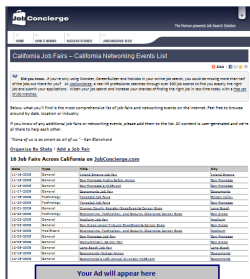
## As low as \$61 per month

### Sample Layout

### One Cover Page



### 3 Topic Pages of Your Choice



### Description

- Combination of Plan A and Plan B for the best promotion of your site
- Includes One Cover Letter Page Listing and 3 Topic Site Listings

### Rates

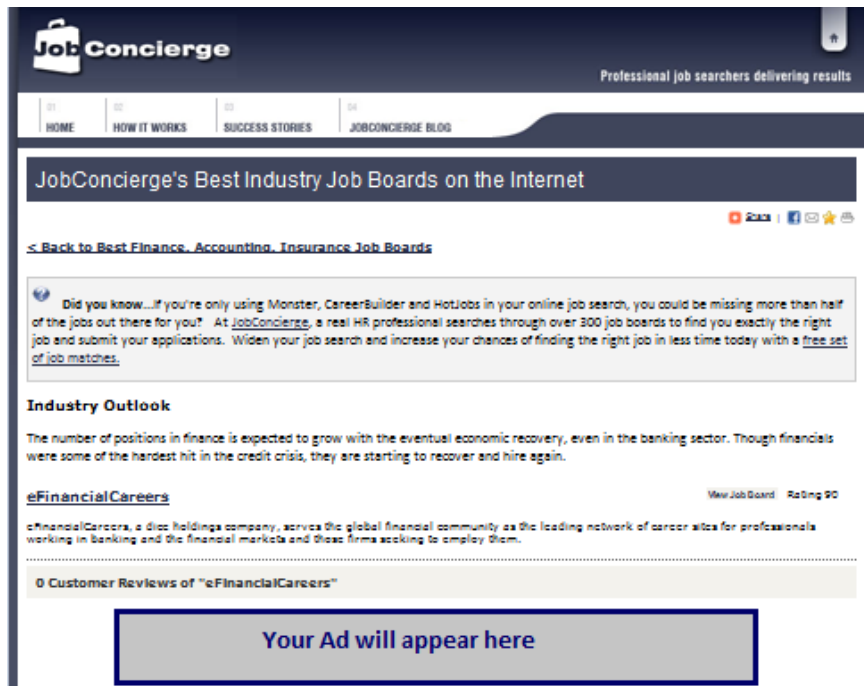
Term	Rate	Equivalent Monthly Rate	Discount off Separate Purchase of Plan A + B
One Month	\$ 100	\$ 100	35%
3 Months	\$ 246	\$ 82	35%
6 Months	\$ 437	\$ 73	35%
12 Months	\$ 733	\$ 61	35%



## Plan D: Site Specific Page Listings

As low as \$5 per month

### Sample Layout



### Description

- Easy and effective way to reach highly targeted audience on the cheap
- Examples:
  - eFinancialCareers:  
<http://www.jobconcierge.com/best-industry-job-boards/view/eFinancialCareers/>
  - TheLadders:  
<http://www.jobconcierge.com/best-industry-job-boards/view/SalesLadder/>
  - Entry Level Sample Resumes:  
<http://www.jobconcierge.com/best-job-search-advice/view/EntryLevelSampleResumes/>

### Rates

Term	Rate	Equivalent Monthly Rate	Discount
One Month	\$ 10	\$ 10	
3 Months	\$ 24	\$ 8	20%
6 Months	\$ 42	\$ 7	30%
12 Months	\$ 60	\$ 5	50%



## How to Place an Order

### Fast, easy and convenient

- We setup payment over the phone via our merchant credit card processor
  - We also accept payment to our paypal payment address at [marketing@jobconcierge.com](mailto:marketing@jobconcierge.com)
  - All major credit cards are accepted



- Please write to [marketing@jobconcierge.com](mailto:marketing@jobconcierge.com) with the following information:
  - Plan #
  - Term (1/ 3/ 6/ 12 months)
  - URL, anchor text, description, banner attachment, etc
- We will activate your ad within three to five business days upon payment
- Formal invoice/ receipt will be sent via email in PDF format



## Final Thoughts

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**JobConcierge.com - A high quality job resource connected to Web 2.0 offering the best value**

- Please do not hesitate to let us know if our advertising options cannot meet your needs – we are flexible and creative in meeting your advertising goals
  - New advertisers: if our offering cannot fully meet your promotional needs, please do let us know how we can best serve you. Also ask for our introductory discount
  - Please send any questions and comments to [marketing@jobconcierge.com](mailto:marketing@jobconcierge.com)
  - All inquiries will be answered promptly