

MPN ADVERTISING RATE CARD

Standard Fee Schedule for Online & e-Marketing Svcs.

Purchase jobs @ www.mpnDiversityJobs.com; Other svcs. @ www.MPNsite.com/startorder.asp



BASIC Job Posting Packages (Standard Listing Status Plans)

Package Type / # Job Postings	15 Day Postings Tot. Fee	30 Day Postings Tot. Fee	60 Day Postings Tot. Fee	FULL Resume Database Access (Days)	Rates Per Job		
					15 day	30 day	60 day
Qty 1 – Basic ^a	\$75	\$100	\$125	15/30/60	\$75	\$100	\$125
Qty 2 – Basic ^a	\$140	\$190	\$230	30/45/75	\$70	\$95	\$115
Qty 3 – Basic ^a	\$195	\$270	\$330	45/60/75	\$65	\$90	\$110
Qty 4 – Basic ^a	\$250	\$340	\$430	60/75/90	\$62	\$85	\$107
Qty 5 – Basic ^a	\$300	\$400	\$525	75/90/105	\$60	\$80	\$105
Qty 10 – Basic ^a	\$500	\$750	\$1000	105/110/120	\$50	\$75	\$100
Qty 25 – Basic ^a	\$1000	\$1500	\$2000	120/150/180	\$40	\$60	\$80
Qty 50 – Basic ^a	\$1500	\$2000	\$3000	180/270/360	\$30	\$40	\$60

ENHANCED Job Posting Packages (Featured + Priority + Standard Listing Status)

Package Type / # Job Postings	15 Day Postings Tot. Fee	30 Day Postings Tot. Fee	60 Day Postings Tot. Fee	FULL Resume Database Access (Days)	Rates Per Job		
					15 day	30 day	60 day
Qty 1 – Enh ^b	\$100	\$125	\$150	15/30/60	\$100	\$125	\$150
Qty 2 – Enh ^b	\$180	\$230	\$280	30/45/75	\$90	\$115	\$140
Qty 3 – Enh ^b	\$240	\$330	\$390	45/60/75	\$80	\$110	\$130
Qty 4 – Enh ^b	\$310	\$430	\$510	60/75/90	\$77	\$107	\$127
Qty 5 – Enh ^b	\$375	\$525	\$625	75/90/105	\$75	\$105	\$125
Qty 10 – Enh ^b	\$650	\$1000	\$1200	105/110/120	\$65	\$100	\$120
Qty 25 – Enh ^b	\$1250	\$2000	\$2500	120/150/180	\$55	\$80	\$100
Qty 50 – Enh ^b	\$2000	\$3000	\$4000	180/270/360	\$40	\$60	\$80

- ^a Each **BASIC** package includes: 15, 30 or 60-day **Standard** Job Listing + Job Alert + Resume Browsing + Applicant Tracking + **e-Newsletter** and **Social Networking** exposure.
- ^b Each **ENHANCED** package: 15, 30 or 60-day **Featured + Priority + Standard** Listing + Job Alert + Resume Browsing + Applicant Tracking + **e-Newsletter** and **Social Networking** exposure.
- ^c Job postings credits do not expire until activated, and can be used months or years after purchase date. Once activated, each will expire 15, 30 or 60 days from posting activation date.

UNLIMITED & BATCH Job Posting Packages (Enhanced Listing Status)

Package Type *	# Job Postings	Resume Database	1 Mo.	3 Mos.	6 Mos.	12 Mos.
Unlimited Duration	Unlim	Unlim	\$2000	\$4500	\$7500	\$12000

* Each package includes: **Unlimited** Enhanced Listings & Resume Browsing + **Feat. Employer Logo** (200x100 pixels) + Job Alerts + Applicant Tracking + **e-Newsletter** & **Social Networking** exposure.

FEATURED CALENDAR EVENT Listing

Package Type	30 days	60 days	90 days	180 days	365 days
Multi-Content	\$10	\$15	\$25	\$35	\$50
Home Page +	\$20	\$30	\$50	\$70	\$100

Feature **Job Fairs, Events**, etc. on 10+ site pages + newsletters
MPNsite.com/advertise/calendar.htm

FEAT. BUSINESS or NONPROFIT Listing

Package Type	30 days	60 days	90 days	180 days	365 days
Multi-Content	\$10	\$15	\$25	\$35	\$50
Home Page +	\$20	\$30	\$50	\$70	\$100

Feature **Businesses or Nonprofits** on 10+ site pages + newsletters
MPNsite.com/advertise/business.htm
MPNsite.com/advertise/nonprofit.htm

FEAT. EMPLOYER LOGO (online + e-News)

Ad Duration	1 mo.	2 mos.	3 mos.	6 mos.	12 mos.
Total Fee	\$250	\$400	\$525	\$750	\$1200
Avg. Mo. Fee	\$250	\$200	\$175	\$125	\$100

Display logo or **200x100** ad under **"Featured Employers"** on www.mpnDiversityJobs.com. Auto link to company profile (i.e., description, images, search results for active jobs, etc.).

DEDICATED E-BLAST (Solo e-mail blast)

Subscriber Audience	Lists	Count	Min \$\$	Max \$\$
U.S. Metro Areas	80+	varies	\$50	\$250
U.S. States	50	varies	\$50	\$350

MPNsite.com/eblast.htm for ALL rates + details

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

E-NEWSLETTER DISPLAY AD (ala carte)

e-News Audience	Est. Reach	Full Flyer (600x800)	½ Flyer (600x400)	¼ Flyer (300x400)	Small Ad
Tier 1 Lists	40K+	\$100	\$75	\$50	\$25
Tier 2 Lists	20K+	\$75	\$50	\$25	\$15

MPNsite.com/newsletter.htm for ALL rates + details

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

All Rates are **20% Agency or Affiliate** Commissionable

www.mpnDiversityJobs.com/Agency-Agreement.pdf
www.MPNsite.com/Affiliate-Agreement.pdf

MARKETING DISPLAY ADS (Online + E-news)

Reach our progressive audience with higher impact graphical or video ads. Fees based on ad unit size + duration + desired **exposure level** (pages and min. monthly impressions). Your ad can appear on the max **"Pages"** count below as follows:

- **400+** Global portal page options - www.MPNsite.com and/or
- Job Board home page - www.mpnDiversityJobs.com
- **plus** Up to 5 e-Newsletters / mo. (graphical displays)

FULL FLYER* Display Ad (700x800 Pixels max)

Exposure	Pages	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High	25-50	100000+	\$1200	\$8.33	\$10000
Medium	10-25	50000	\$600	\$10.00	\$6000
Basic	<10	Varies	\$300	-	\$2500

½ FLYER* Display Ad (700x400 Pixels max)

Exposure	Pages	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High	25-50	100000+	\$800	\$5.83	\$7000
Medium	10-25	50000	\$400	\$6.67	\$4000
Basic	<10	Varies	\$200	-	\$1500

¼ FLYER Display Ad (350x400 Pixels max)

Exposure	Pages	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High	25-50	100000+	\$600	\$4.17	\$5000
Medium	10-25	50000	\$300	\$5.00	\$3000
Basic	<10	Varies	\$150	-	\$1250

SMALL Display Ad (e.g., 468x60, 125x125, etc.)

Exposure	Pages	Mo. Impr.	Mo. Fee	Ann. CPM	Annual Fee
High	26-50	100000+	\$400	\$2.92	\$3500
Medium	10-25	50000	\$200	\$3.33	\$2000
Basic	<10	varies	\$100	-	\$1000

* Full size in newsletters; expandable Ads only for **Home** pages and **Template** pages.
 - 700x200 max loading display to 700x800 max expansion
 - 700x100 max loading display to 700x400 max expansion

Online display options include 400+ site display pages, including: mpnDiversityJobs.com home page, MPNsite.com home page, listing **template pages** (i.e., calendar, business, nonprofit, etc.).

Video ads and other graphical display image sizes available. Call or e-mail for custom rates for other durations (weekly, etc.).