





MPN BUYERS GUIDE

mpnDiversityJobs.com mpnDiversityRecruiters.com

3,000+ DEI Employer Partners Supported from 46 U.S. states and other countries

What's Included in this Guide:

- Recruitment Solutions (mpnDiversityJobs.com & MPN Diversity Recruiters)
- Top Reasons to Choose mpnDiversityJobs.com
- Sample Employer Clients & Partners
- Job Posting Fixed-Quantity & Subscription Plans & Key Features Summary
- Job Posting Plans' Detailed Features & Benefits Comparison
- Fixed Quantity Posting Fees & Options (1, 5, 10, 25, 50, 100, 250+)
- Subscription Plan Fees & Options (Job Wrapping, XML/Feed, Self-Posting)
- Standard vs. Enhanced Features & Visibility and Sample Campaigns
- Our Past Performance Ratings



TOP REASONS TO CHOOSE MPN

Our History, Capabilities & Results

- ✓ Incorporated as Minority Professional Network (MPN) in 2001.
- ✓ A fully minority-owned and **NMSDC-certified** MBE firm.
- ✓ More than 20 years of proven recruiting, learning & development, consulting, coaching and DEI integrated solutions and results.
- ✓ mpnDiversityJobs.com → job posting packages, subscription plans (job wrapping/scraping, XML, self-posting), employer logo/profiles, digital marketing recruiting and branding campaigns
- ✓ mpnDiversityRecruiters.com → direct placement, staffing, executive/retained search, Recruiting-as-a-Service (RaaS), recruitment events.
- ✓ mpnEmpowerED.com → training, workforce development, DEI, facilitation, speaking, retention, strategy & consulting services.
- ✓ mpnCoaching.com → interview prep, job search, career, business and executive coaching.
- ✓ More than 3,000+ employers, clients & partners supported from 46 U.S. states and other countries, including corporate, nonprofit, K-12, higher education, government (federal, state, local), advertising & recruitment agencies, staffing firms, and others.
- ✓ Our employers, clients and partners have included AT&T, City of Portland, FADV, FBI, FDIC, Gates Foundation, Georgia Power, Harvard, Honda, JFK Center, JWT, Novartis, PwC, Southern Company, Stanford, Travelers, United Way, U.S. Department of State, U.S. SEC, Walmart, Yale, and thousands more.

Job Board Growth by Year



SAMPLE CLIENTS & PARTNERS





















BILL& MELINDA

















GATES foundation









COLUMBIA



Scientific





































































MPN DIVERSITY RECRUITERS







MPNDIVERSITYRECRUITERS.COM

MPN DIVERSITY JOBS

Job Postings | Job Wrapping (Scraping) | Subscription Plans | Campaigns



















FIXED QUANTITY JOB POSTING PACKAGES

Fixed Qty. Packages	15-Day Credits	30-Day Credits	60-Day Credits	15d 30d 60d CPP				
Qty. (1) Package	\$125	\$175	\$200	\$125 \$175 \$200				
Qty. (5) Package	\$425	\$625	\$750	\$85 \$125 \$150				
Qty. (10) Package	\$650	\$1,000	\$1,200	\$65 \$100 \$120				
Qty. (25) Package	\$Quote	\$Quote	\$Quote	\$Quote				
Qty. (50) Package	\$Quote	\$Quote	\$Quote	\$Quote				
Qty. (100+) Package	\$Quote	\$Quote	\$Quote	\$Quote				
Qty. (250+) Package	\$Quote	\$Quote	\$Quote	\$Quote				
 Our job board launched in 2001. We're proven, affordable & results-focused with longevity. Fixed-Quantity purchases made do not have a fixed or mandatory usage expiration date. Credits can be used days, weeks, months or years <u>after</u> the original purchase date. Credits debited upon activation of each new or refreshed job posting. 								

Key Fixed Quantity Packages Features & Benefits

- Standard employer profile, employer logo, and resume access included.
- Complimentary enhanced recruitment marketing (online, newsletter, alerts, social media graphical ads and text ads) may be periodically included at MPN's discretion.
- Nonprofits can request a 20% discount for any job board order.
- We offer multiple payment options -- credit/debit card, invoice/deferred, IO, PO, EFT, check.

\$Quote = Call +1 (404) 629-9323 or email support@mpndiversityjobs.com to request a quote.

JOB WRAPPING SUBSCRIPTION PLANS

Annual Subscriptions	15-Day Ann. Vol.	30-Day Ann. Vol.	Annual Fee	Initial Setup	15d vs. 30d CPP
Starter Plan	250	125	\$2,500	\$249	\$10.00 \$20.00
Basic Plan	750	375	\$5,000	\$349	\$6.67 \$13.33
Premium Plan	3,000	1,500	\$Quote	\$Quote	\$Quote \$Quote
Unlimited Plan	15,000+	7,500+	\$Quote	\$Quote	\$Quote \$Quote

Key Subscription Plan Features & Benefits

- Our job board launched in 2001. We're proven, affordable & results-focused with longevity.
- This example shows "annual" subscriptions. Semiannual, quarterly and monthly subscriptions also available.
- Submission options include: Job Wrapping (fully automated) or Feed/XML or self-posting.
- Job wrapping submissions are fully automated and are therefore 100% Labor-free.
- Initial setup fee does not apply to the self-posting subscription plan submissions.
- Reduced initial setup fee may apply to Feed/XML posting subscription plan submissions.
- Featured employer profile, employer logo, and resume access included.
- Complimentary enhanced recruitment marketing (online, newsletter, alerts, social media graphical ads and text ads) included at MPN discretion.
- Nonprofits can request a 20% discount for any job board order.
- We offer multiple payment options -- credit/debit card, invoice/deferred, IO, PO, EFT, company check, etc.

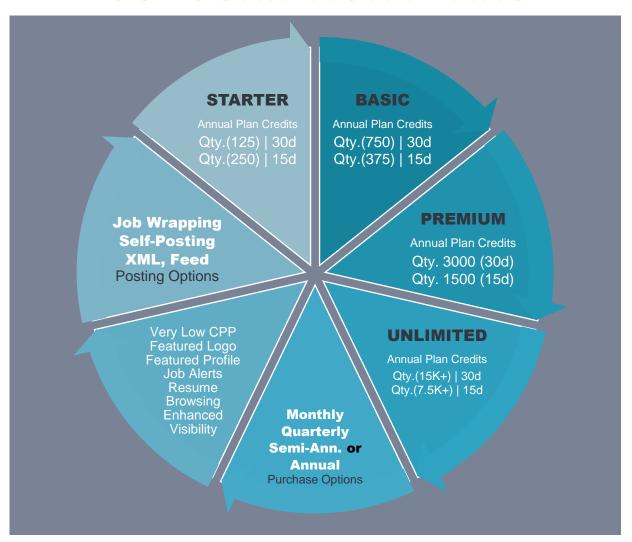
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MPN JOB POSTING PLANS & FEATURES SUMMARY

FIXED QUANTITY PACKAGES

Single Qty. Multi-Qty. **SMALL Posting** (5, 10)Qty. (1) **Standard Multi-Qty. Employer MEDIUM Profile &** (25, 50)Logo Multi-Qty. **Job Alerts &** LARGE Resume **Browsing** (100, 250+)No Fixed **Usage Expiration Date**

SUBSCRIPTION PLANS





JOB POSTING PLAN OPTIONS & COMPARISONS

JOB POSTING OPTIONS & FEATURES	FIXED QUANTITY	SUBSCRIPTION PLAN OPTIONS				
Features & Benefits	Package Options	Self-Posting	XML/Feeds	Wrapping/Scraping		
Job Posting Frequency	Anytime	Anytime	Daily/Weekly	Daily/Weekly		
Job Posting Duration (days)	15/30/60	15/30	10/15/30	10/15/30		
Job Posting Credits	1,5,10,25,50,100,250+	Starter/Basic/Prem/Unlim	Starter/Basic/Prem/Unlim	Starter/Basic/Prem/Unlim		
Job Credit Usage Expiration M/Q/SA/A = Mthly, Qtrly., Semi-Ann., Annual	Upon Inventory Depletion	M, Q, SA or A Purchase	M, Q, SA or A Purchase	M, Q, SA or A Purchase		
Job Board-mpndiversityjobs	\checkmark	✓	✓	✓		
Social Media Visibility Ads (at MPN discretion)	\checkmark	\checkmark	✓	✓		
Resume Browsing	\checkmark	\checkmark	✓	✓		
Job Alert Notifications (at MPN discretion)	\checkmark	\checkmark	✓	✓		
Simplified Invoicing	\checkmark	✓	✓	✓		
Digital Newsletter (periodic, at MPN discretion)	\checkmark	\checkmark	✓	✓		
Reduced Average CPP	\checkmark	\checkmark	✓	✓		
Featured Logo & Profile		\checkmark	✓	✓		
Reduced Pymt. Freq. (M/Q/A)		\checkmark	✓	✓		
Global Portal - mpnsite.com (at MPN discretion)			✓	✓		
Fully Automated				✓		
No Manual Labor for Client				✓		





SAMPLE ENHANCED VISIBILITY RECRUITMENT CAMPAIGNS





























SAMPLE ENHANCED VISIBILITY RECRUITMENT CAMPAIGNS







MPN JOB BOARD ALERT



MARKETING OFFICER
THE HUNGER PROJECT
LOCATION: New York, NY
FULL TIME POSITION

PROFESSIONAL Visa Us at mindwersityjobs.com

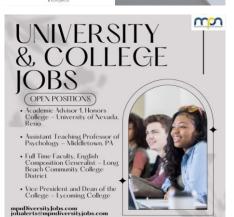
























FEATURES & VISIBILITY



USER VISIBILITY

Company Logo
Company Profile Page
Rotational Featured Homepage



ADMIN

Application Tracking
Employer Dashboard
Resume/Profile Search



SEARCH/FEEDS

Geo / Boolean Search
Keyword/Category/Location Search
XML / RSS Feeds



JOB ALERTS*

Social Media Visibility Campaigns
E-Newsletters
Candidate Job Alerts
Re-posting to other 3rd party sites



SOCIAL MEDIA*

800x800 Social Tile Ad Campaigns
Creative designed by MPN (no extra cost)
LinkedIn, Twitter, Facebook, Instagram
Sample Campaigns: View Slides #10 & #11



RAAS ENH. *

Recruiting-as-a-Service

Dedicated Sourcer

Directly leveraging our vast databases

PAST PERFORMANCE RATINGS

Business Name: MINORITY PROFESSIONAL NETWORK, INC.

D-U-N-S® : 09-088-0191 Report Date : 11-27-2014

