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DIGITAL MARKETING

Rates | Options | Features

Online | Email | Social Media

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EMAIL MARKETING RATE CARD

SOLO EBLAST CAMPAIGN OPTIONS, RATES & FEATURES	U.S. Metro Solo eBlast	U.S. Statewide Solo eBlast	U.S. Regional Solo eBlast	U.S. National Solo eBlast
Ad Type	Graphical Ad	Graphical Ad	Graphical Ad	Graphical Ad
Max Ad Dimensions (Pixels, WxL)	700x1400	700x1400	700x1400	700x1400
Marketing Channels	Email	Email	Email	Email
Distribution Frequency	One-Time	One-Time	One-Time	One-Time
Est. Campaign Reach	5K to 50K+	5K to 50K+	25K to 150K+	400K+
Qty. (1) Blast Total Cost	\$100 to \$350	\$100 to \$500	\$500 to \$1,000	\$2,500
Qty. (2) Blasts Discount %	10%	15%	20%	25%
Qty. (3) Blasts Discount %	15%	20%	25%	30%
Qty. (4) Blasts Discount %	20%	25%	30%	40%
Qty. (5+) Blasts Discount %	25%	30%	35%	45%

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ONLINE + SOCIAL MEDIA MARKETING RATE CARD

ONLINE + SOCIAL MEDIA OPTIONS & RATES*	TEXT ONLY FEATURED LISTING	GRAPHICAL DISPLAY AD CAMPAIGNS		
		BASIC Exposure	ENHANCED Exposure	HIGH Exposure
Campaign Duration Options*	M/A	W/M/Q/A	W/M/Q/A	W/M/Q/A
Product Quantity*	Qty. (1)	Qty. (1)	Qty. (1)	Qty. (1)
Weekly Total Cost	\$10	\$100	\$200	\$300
Monthly Total Cost	\$20	\$300	\$600	\$900
Quarterly Total Cost	\$50	\$750	\$1,500	\$2,350
Annual Total Cost	\$150	\$2,500	\$5,000	\$7,500

(*) See Online and Social Media (OSM) Products, Features & Benefits” slide for OSM campaign details.

W = Weekly | M = Monthly | Q = Quarterly | A = Annual

Inquire about a discount for > Qty. (1) product orders or integrated marketing orders.

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OSM PRODUCT FEATURES & BENEFITS

ONLINE + SOCIAL MEDIA OPTIONS & FEATURES/BENEFITS	TEXT ONLY	GRAPHICAL DISPLAY AD CAMPAIGNS		
	FEATURED LISTING	BASIC Exposure	ENHANCED Exposure	HIGH Exposure
Ad Type	Text Listing	Graphical Ad	Graphical Ad	Graphical Ad
Ad Dimensions (Pixels)	N/A	350x400 or 800x100	350x400 or 800x100	700x1400
Marketing Channels/Mediums	MPN Only	MPN + Social Media	MPN + SM	MPN + SM
Campaign Marketing Period	M/W/Q/A	7 days	7 days	7 days
Social Media Posts (Weekly Max)	0	Up to 10	Up to 25	Up to 50
MPN Site Pages (Continuous Max)	Up to 10	Up to 5	Up to 15	Up to 25
Est. Campaign Visibility (Weekly)	100K+	500K+	2 Mil+	5 Mil+
MPN Global Portal Visibility	✓	✓	✓	✓
Social Media Visibility		✓	✓	✓
Job Board Visibility (Career only ads)		✓	✓	✓
eNewsletter Visibility (Career only)		Periodic	Periodic	Periodic

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