

SNAGAJOB RECRUITMENT ADVERTISING AGENCY KIT

Access comprehensive rates and specs from one convenient location to see how our recruitment solutions measure up to your clients' needs.

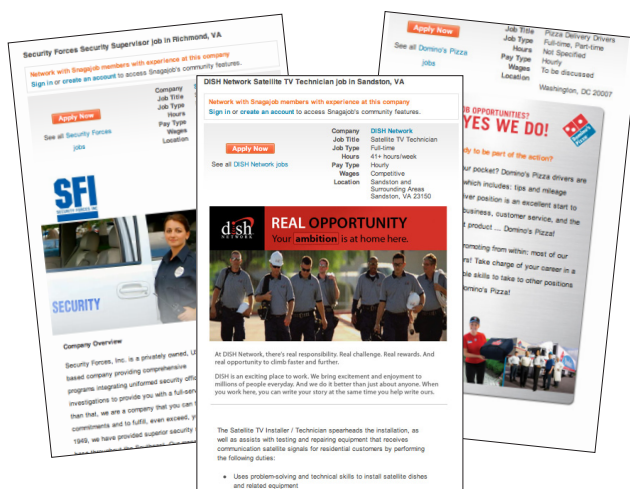
Contact us with questions and concerns at **(866) 925-2396**.

JOB POSTING PACKAGES

While traditional job board results are organized by date, open positions on Snagajob are organized by proximity. The closer an open position is to a user's ZIP code, the higher that job will appear in the search results. Our traditional posting packages are built to drive a high volume of qualified applications. This solution is ideal for spot employment needs and lightly staffed locations.

RATES

# OF POSTINGS	PER POSTING
1-9	\$169
10-24	\$160
25-49	\$135
50-99	\$125
100-199	\$114
200-499	\$105
500+	\$94



SPECIFICATIONS

Dimensions:

Creative must not exceed 580px wide. There is no explicit limit on height.

Hosting:

All images are to be hosted on Snagajob servers.

Image file types:

All images must be JPG, GIF or PNG.

Copyright:

When a client provides copyrighted material (logos, photos, graphics, etc.), legal consent to use these graphics is implied.

Code:

Client provides all HTML, CSS, and images to Snagajob. Browser testing is the responsibility of the client. Code cannot be more than 3500 characters. Snagajob may modify client code when necessary.

File size:

All images should be optimized for the web. Each image must be under 50kb. All images combined may not exceed 100kb. No animation or sound is allowed.



Adrian Bruns, RAAD Director, (866) 925-2396, abruns@snagajob.com

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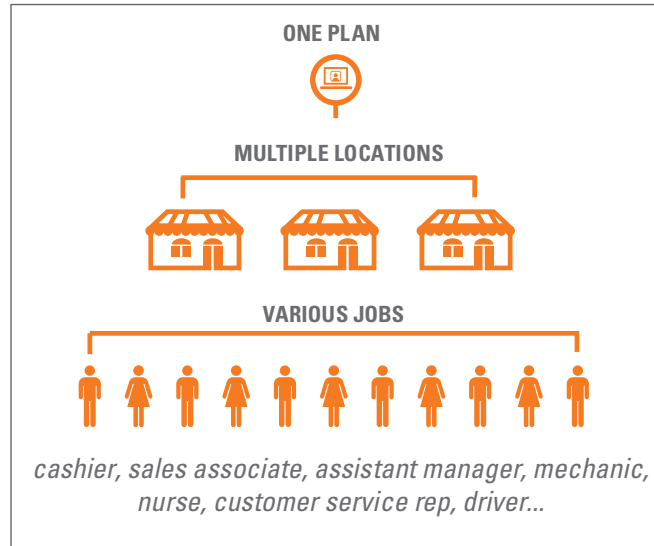
LOCATION PACKAGES

SNAGAJOB RECRUITMENT ADVERTISING AGENCY KIT

While agencies have the option to choose traditional postings in the same way they're able to on most interactive career boards, Snagajob clients with multiple locations have found Location Packages to be a strong competitive differentiator. Location Packages, which enable agencies to post up to 10 individual job postings per client location, routinely exhibit the highest ROI and the lowest CPA in the shortest period of time.

RATES

# OF LOCATIONS	PER MONTH
10-25	\$85
26-50	\$80
51-75	\$78
76-100	\$76
101-200	\$68
201-350	\$63
351-500	\$58
501-750	\$53
751-1,000	\$48
1,001-1,500	\$43
1,501-2,000	\$40
2,001-2,500	\$38
2,501+	



SPECIFICATIONS

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Code cannot be more than 3500 characters.
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All images combined may not exceed 100kb.
No animation or sound is allowed.

EMAIL ALERTS

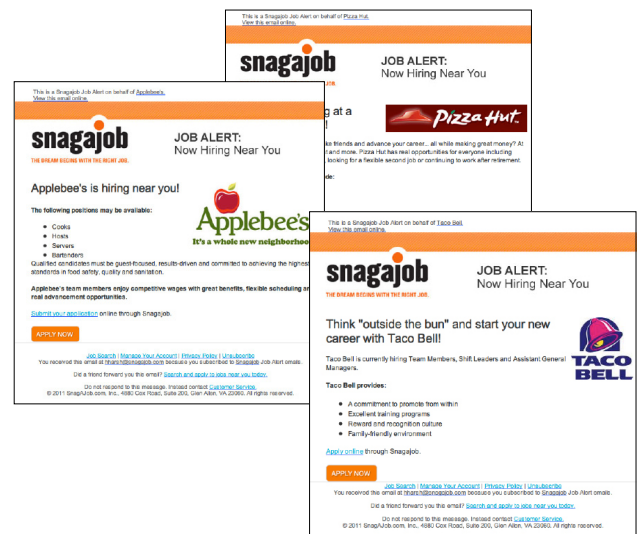
SNAGAJOB RECRUITMENT ADVERTISING AGENCY KIT

Reach job seekers who may not be actively engaged in a job search by promoting client job opportunities directly to their email inbox. Email Alerts may highlight a client brand or specific positions, and are sent to job seekers within a 20-mile radius of job postings live on Snagajob. Recipients can also be targeted based on desired skillset. Engaged users may be directed to your clients' Snagajob Company Profile Page or, for an additional cost, they can skip this intermediate step and be brought directly to your career site.

RATES

QUANTITY	RATE PER EMAIL ON SITE	RATE PER EMAIL OFF SITE
Less Than 5,000	Flat Rate: \$500	Flat Rate: \$1,000
5,001 - 99,999	\$0.10	\$0.20
100,000 - 249,999	\$0.07	\$0.14
250,000 - 499,999	\$0.05	\$0.10
500,000 +	\$0.03	\$0.06

* Total emails sent to unique registered job seekers at once.



SPECIFICATIONS

Dimensions:

Creative must not exceed 600px wide. There is no explicit limit on height.

Code:

Client provides all HTML and images to Snagajob (CSS is discouraged). Email client testing is the responsibility of the client. Snagajob may modify client code when necessary.

Image file types:

All images must be JPG, GIF or PNG. All images should be optimized for the web. The Snagajob standard header and footer will be added to the client-provided creative. Please do not add your own unsubscribe links. No animation or sound is allowed.

Copyright:

When a client provides copyrighted material (logos, photos, graphics, etc.), legal consent to use these graphics is implied.

Tracking Tags:

Client provides tracking tags and is responsible for functional approval prior to drop.

Timeline:

All assets, and tracking confirmations, are due 7 business days prior to drop date.



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NATIONAL AND REGIONAL BRANDING

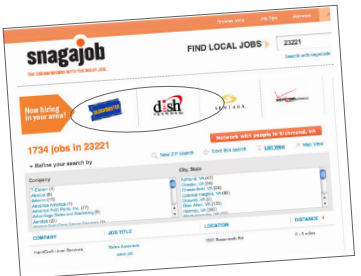
SNAGAJOB RECRUITMENT ADVERTISING AGENCY KIT

Client exposure on Snagajob's homepage and search results pages leverage the brand equity they've worked so hard to build with consumers. These strategic callouts are highly visible placements in highly trafficked pages, signaling to seekers that the featured employers are now hiring.

National branding spotlights present your clients' logo on Snagajob's homepage for millions to see every day. This product is suited for clients with locations throughout the country. Regional spotlights brand your clients' logos on secondary, search results pages to synch up with relevant search results. Both branded callouts link to employer-themed pages and individual job postings.

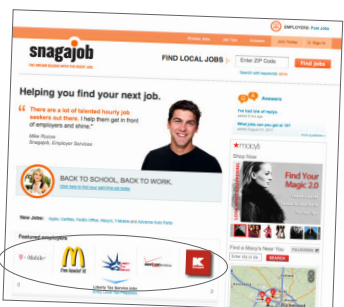
REGIONAL RATES

# of Months	Monthly Fees						
	# of Cities						
	1	2 - 3	4 - 5	6 - 8	9 - 10	11 - 25	25+
1	\$750	\$1,375	\$2,000	\$2,500	\$2,750	\$3,125	\$3,500
2	\$713	\$1,300	\$1,900	\$2,375	\$2,613	\$2,975	\$3,325
3	\$675	\$1,238	\$1,800	\$2,250	\$2,488	\$2,825	\$3,163
4	\$638	\$1,175	\$1,713	\$2,150	\$2,363	\$2,675	\$3,000
5	\$613	\$1,125	\$1,625	\$2,038	\$2,238	\$2,550	\$2,850
6	\$588	\$1,063	\$1,550	\$1,938	\$2,125	\$2,425	\$2,700
7 - 12	\$550	\$1,013	\$1,475	\$1,838	\$2,025	\$2,300	\$2,550



NATIONAL RATES

FEATURED EMPLOYER: NATIONAL	
Tier One/Month	\$8,000
Tier Two/Month	\$5,000



SPECIFICATIONS

Dimensions:
 90 pixels wide x 90 pixels tall and should be the client logo only (no images/titles/text).
 File size should be less than 25kb.
 All images must be JPG, GIF or PNG.

Boards:
 No borders around creative (we add them automatically).

Hosting :
 All images are to be hosted on Snagajob servers.

Copyright:
 When a client provides copyrighted material legal consent to use these graphics is implied.

Animation:
 No animation is allowed.



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AD FREE JOB POSTINGS

SNAGAJOB RECRUITMENT ADVERTISING AGENCY KIT

Own your job posting real estate and increase focus on your clients' posting by removing the two major consumer banners from each posting. The ad spaces transition to white space, which will focus audience attention and result in the highest possible conversions.

RATES

Contact us for rates and specifications **(866) 925-2396**.
Rates and client specs are dictated by geography and industry.
Ad-Free Postings are only available in location-based sourcing.
Ad-Free Postings are all inclusive per program.



SPECIFICATIONS

Rates and client specs are dictated by geography and industry. Contact us for rates and specifications **(866) 925-2396**.



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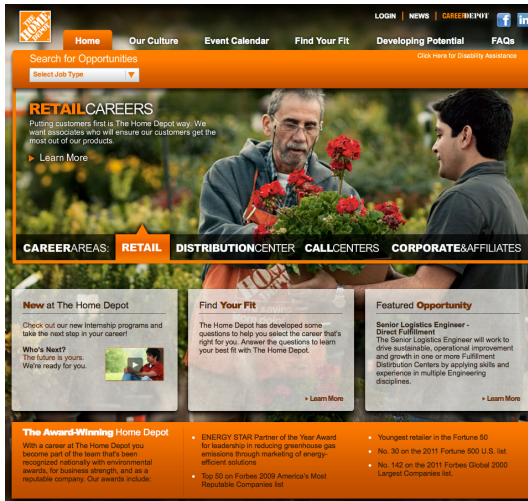
CAREER WRAP

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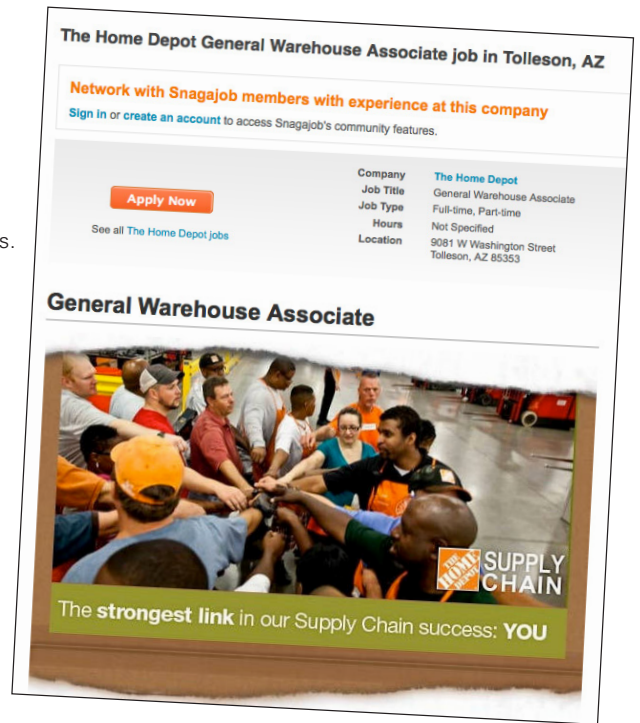
Scrape or wrap the job postings already published on your recruitment site or third-party career sites and automatically add them to Snagajob. Applicants who click through on Snagajob will then be brought back to a specific job posting on the scraped site so that no redundant searching is required.

RATES

Contact us for rates and specifications **(866) 925-2396**.



Job posting transfer from your site to ours.



SPECIFICATIONS

Client provides career site link for Snagajob review and confirmation outcome will be delivered within 5 business days. Dedicated source codes or tracking tags will be requested. Contact us for rates and specifications **(866) 925-2396**.



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BUNDLED MEDIA BUY

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You have the option to bundle our services to best suit the needs of your clients. Our team will provide a comprehensive needs analysis and compare those needs with our capabilities specific to industry and region on a per-client basis.

RATES

Contact us for rates and specifications (866) 925-2396.

Select from any of our Solutions to create a customized package.

Career Wrapping

The diagram illustrates the 'Career Wrapping' solution. On the left is a standard job listing for 'General Warehouse Associate' at 'The Home Depot'. An arrow points to the right, where the same job listing is shown wrapped in a branded, visually appealing layout with a photo of workers and a call to action.

Job Posting Packages

This section shows a collage of various job posting packages. The packages are designed for different roles and industries, such as 'Security Services Security Supervisor' and 'General Warehouse Associate'. Each package features a unique layout with photos, company logos, and specific details about the job opening.

Location Based Posting

The diagram illustrates the 'Location Based Posting' solution. It shows a flow from 'ONE PLAN' (represented by a location pin icon) to 'MULTIPLE LOCATIONS' (represented by three warehouse icons) and finally to 'VARIOUS JOBS' (represented by a row of human icons). This indicates that a single advertising plan can be used across multiple locations to target various job openings.

Email Alerts

This section shows a collage of email alert notifications. The alerts are personalized and include job titles like 'JOB ALERT: Now Hiring Near You' from Snagajob, 'Applebee's is hiring near you!', and 'Think "outside the bun" and start your new career with Taco Bell!'. Each alert includes a logo for the employer and a brief description of the job opportunity.

SPECIFICATIONS

Rates and client specs are dictated by geography and industry. Contact us for rates and specifications (866) 925-2396.



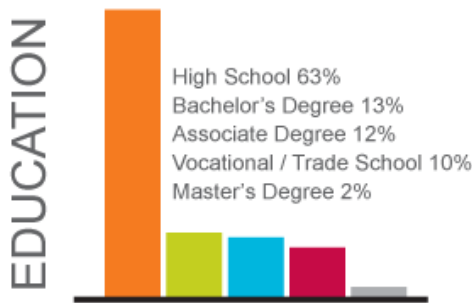
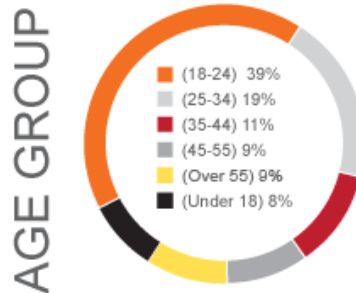
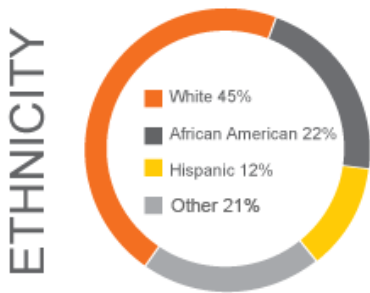
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AUDIENCE

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Snagajob's 30 million-plus registered job seekers are our biggest differentiator. This diverse pool of highly targetable members may be accessed any which way to ensure your clients can optimize digital recruitment campaigns and achieve the results they're seeking.

Here is snapshot of select job seeker data points:



- INDUSTRIES**
- Accounting & Finance
 - Customer Service
 - Food & Restaurant
 - Healthcare
 - Installation & Repair
 - Management
 - Personal Care Services
 - Retail
 - Sales & Marketing
 - Warehouse & Production

JOB SEEKER BEHAVIOR

In addition to being able to target and acquire job seekers through rich demographic data, you can also target specific job seeker behavior. We've carefully built our Solutions to help you attract both active and passive job seekers to client job postings.

Searchers: These Snagajob members are engaged in an active job search. Thus, they learn about client job openings through Snagajob's user-friendly zip code search, which tool allows job seekers to find client job postings within close proximity – quickly and easily.

Receivers: These Snagajob members are not actively searching for jobs as they may have paused their job search or are currently working. But we have developed a proven method for enticing these passive seekers to return and apply. Snagajob email job alerts are a leading driver of application flow. Once seekers are targeted by location they're emailed branded email alerts directing them to apply on Snagajob.

If you have questions about other methods for managing applicant acquisition and conversion, please contact us.



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