



TOGETHER, WE CAN
FIND BETTER.

BEATRICE
DAILY SUN



DIGITAL

AGENDA

- Beatrice Daily Sun & beatricedailysun.com readership
- beatricedailysun.com Advertising Options
- Monster Partnership
- Monster Audience – National and Local
- Job Seeker Traffic
- Jobs Postings/Slots Model
- Reaching an on the go jobseeker
- Power Resume Search & TalentCRM Live Demo
- Questions



OUR READERSHIP

BEATRICE
DAILY SUN



TRAFFIC

Beatrice Daily Sun Print



Daily Readership 9,400

Producing local, relevant news and information Tuesday through Saturday every week to captivate readers and communities.

Our advertisers see results from this engaged, vibrant audience.

Penny Press



CALENDAR OF EVENTS

Write to us with your club, civic group or non-profit organization's special events calendar. We will publish them free of charge. Notice must be received by Monday 9 a.m. before date of publication. **The Penny Press:** 200 N. 7th Street, Beatrice, NE 68310 or e-mail us: chadley@beatricepenny.com

MONTHLY Show Dates Nov. 20-Dec. 15: Show location inside Indian Creek Mall, 23076, 6th, Beatrice. All shows collected will be donated to the local Red Cross. For more information, contact the American Red Cross, 23076, 6th, Beatrice, NE 68310. **Nov. 20-21:** **Water Festival of Faith:** Catholic Historical National Monument, Nov. 20 through Dec. 31. The festival features the water traditions of people who lived on the Great Plains during the homesteading era, many of whom moved from other countries. See opening events! Shows showcasing these different ethnic traditions at both the Education Center and Heritage Center. Discounted train and bus fares. **Nov. 20-21:** **Water Festival of Faith:** Catholic Historical National Monument, Nov. 20 through Dec. 31. The festival features the water traditions of people who lived on the Great Plains during the homesteading era, many of whom moved from other countries. See opening events! Shows showcasing these different ethnic traditions at both the Education Center and Heritage Center. Discounted train and bus fares.

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TREE SHEARING OUTDOORS UNLIMITED

- Tree Shearing & Brush Mowing
- Pasture, CRP, Fence Rows & Roadsides Cleared
- Stumps Sprayed & Brush Piled

Jake Allington
Home: 402-674-3233 • Cell: 402-223-8696

Storage Sheds In Stock

Both an instant deal with 21 different sizes, single, pre-cut and made to go. Other sizes and styles available. Call for pricing before available or have a trailer to haul it!

MORGANVILLE BUILDING & DECORATING
Ringer Clark, Mgr., Morganville, KS • 783-838-3374

NOW HIRING ALL SHIFTS!

Apply before time runs out!

Over \$12.50 an hour
earn up to \$2,000

Apply online today
www.employment.com
402-223-6460

Still Life Caxidermy

Michael Colgrove
Caxidermy Artist

Call: 402-806-1874

PRE-BLACK FRIDAY SAVINGS!

New Shipments of Fireplaces Starting at \$999!

Astoria
60 inch fireplace mantel.

\$1,299

- Large 33 inch firebox with infrared heating.
- Solid marble top with iron and tile accents.

Avondale

sofa in brown bonded leather
\$648
Correlating chair
\$299

Southern Motion

Reclining sofa in microfiber fabric
Rocking and reclining loveseat
\$699, rocker recliner \$449

Grand Estate

92" dining table with 4 chairs and bench
\$1,199

SMITH BROTHERS BLACK FRIDAY SPECIAL

Sofa, Chair and ottoman by Smith Brothers of Berns. Lifetime warranty on frame, springs and seating foam.
BUY THE SOFA AT \$1,375 AND RECEIVE THE CHAIR AND OTTOMAN FOR \$499. SAVE \$600

LIVE IT UP EVENT

SAVE UP TO \$500
7 Adjustable Beds

TEMPUR-PEDIC

PRE-BLACK FRIDAY SPECIAL

Vail Recliner **\$288**

3 great recliner styles | 30+ fabrics

YOUR CHOICE

Jeppet Chair Recliner
Lorraine Chair Recliner

Weekly Readership 24,000

This Mid-Week Shopper is home delivered, mail and rack distributed weekly every Wednesday to subscribers and non-subscribers with a reach extending from Beatrice, Pawnee City, Fairbury, Crete, Hickman, NE and Marysville, KS.

Source: Based on average readers per household,, October circulation.

#1 Local News Website

The most visited website based in Beatrice and surrounding area.

Updated 24/7 with relevant and reliable content

BEATRICE DAILY SUN



12°
Clear
Weekly Forecast

sponsored by
Lillian Frick Insurance Inc.

- Home
- News
- Sports
- Opinion
- Obituaries
- Entertainment
- Celebrations
- Calendar
- Shop
- Photos
- More

High-impact ad positions that demand attention



Norris repeats as Class B State Champion

By LEAH WOODRUFF BEATRICE & STEVE BRADY & WOLFE

LINCOLN – Norris has made a habit of playing their best volleyball at the end of the season.

Recent Local News

Omaha hospital says doctor who contracted Ebola in Sierra Leone has died

1 hour ago (0)

Chevrolet supports grassland preservation program

1 hour ago (0)

Parents focus critical eye on Lincoln schools

2 hours ago (0)

More Headlines

- Student-built house to be auctioned in December
4 hours ago
- Nebraska university to host climate workshop

363,677

Average page views per month

71,635

Average unique visitors per month

Go Mobile with beatricedailysun.com

m.beatricedailysun.com

Our traffic

220,639

monthly page views

31,729

monthly unique visitors



Reach our massive mobile audience on their phone or mobile app, and reach them where they are, all day long.

Make a “Big” impact and drive immediate results

The combined reach of mobile and app devices helps you reach a large, on-the-go audience.

**IS YOUR WEBSITE
MOBILE COMPATIBLE?**

Beatrice Daily Sun Social Media



Facebook Likes – **4,679**

1,011 - Twitter Followers



Email Database – just under **2,000** subscribers



Homestead Heritage Center, Beatrice, NE

Reach LOCAL

BEATRICE
DAILY SUN



LOCAL

beatricedailysun.com Advertising Options

Reach the passive and active jobseeker through premium placement

The screenshot shows the homepage of beatricedailysun.com. At the top, there is a yellow-bordered banner for McDonald's with the text "Great Locations. Great Opportunities. I'm lovin' it" and three photos of people. Below this is a navigation bar with links for "Subscriber Services", "E-edition", "Contact Us", "Classifieds", "Join the conversation", "Log In", "Register", and "Subscribe". The main content area features the "nwi.com" logo, a weather widget showing "61° Scattered Clouds", and a search bar. A "Find Better with MONSTER" section is prominent, with a search box for "Munster, IN" and a "SEARCH" button. To the right of the search box is a "Marina Shores at Dune Harbor" advertisement. Below the search box is a "Featured Employers" section with logos for "trade winds", "Stack-VanTil", "McDonald's", and "bp". A "Top Jobs" section lists several job openings, with a red arrow pointing to the "CLEANING HOUSEKEEPER" listing. At the bottom, there are social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS.

Be where Job seekers begin their search.

Leaderboard

Benefit from great visibility and high traffic premium position above the fold

Box ad

The high impact position with great visibility. You will enjoy the benefits of dominant presence and premium position above the fold.

Featured Employer

Full color logo with link back to your site or job posting.

Top Jobs

Reach jobseekers before they start their search.

beatricedailysun.com Opportunities Special Events & Career Fairs

The image shows a screenshot of the beatricedailysun.com website. At the top, a blue navigation bar contains links for News, Sports, Opinion, Obituaries, Entertainment, Lifestyles, Calendar, Shop, Classifieds, Homes, Cars, and Jobs. Below this, a black banner for a "Job Service Career Fair" is highlighted with a red border. The banner includes the date "Thursday, April 24 • 3:00-6:00" and an "EXPAND" button. Below the banner, a "Hot Topics" section lists various news items. The main content area features a large yellow headline "Need a job??" and a white sub-headline "Job Service Career Fair" with the location "Missoula Hilton Garden Inn" and website "employmissoula.com". To the left and right of this central content are vertical black bars with white text "Job Service Career Fair" and large yellow text "Need a job??" also highlighted with red borders. Below the main headline, there are news articles: "Judge orders reconsideration of prairie dog ruling" with a photo of prairie dogs, and "National and World" with "Taliban suicide bombers kill 7 in Kabul, wound 21" and a photo of a military vehicle. A "Deals & Offers" section on the right features a "FALL DECORATING EVENT" with a candle and a "SHOP NOW" button.

Pencil with Wrap Ad – On beatricedailysun.com Jobs or home page

Beatricedailysun.com Opportunities Special Events & Career Fairs

BOSE Powerful sound. Streamed wirelessly. FREE SHIPPING ▶

MR TIRE Investing in our Owners Success!

Farmers Cooperative

Introducing Bose SoundTouch™ 30 Series II Wi-Fi music system

BEATRICE DAILY

News Sports Opinion

1 2 3 4

IA Audi Orlando Park
8021 W. 159th Street
www.audiorlandpark.com

New 2015 **Audi**
A4 2.0T Premium quattro
Lease For **\$379** per mo. / 36 mos.
\$1000 - \$1500 LOYALTY AVAILABLE!*
1.9% APR FOR 66 MOS. AVAILABLE!

Plus tax, title, license and doc fee to qualified buyers. \$3,673 due at lease signing, includes 1st months payment, \$0 security deposit, 10K miles per year. Charge at lease end for excess wear and mileage. See dealer for complete details. Financing available on select models; 1.9% for 66 mos. = \$15.97 per \$1000 financed.*Must finance through AFS. Offer expires 10/31/14.

Kearney shooting 5 hours ago

UNL study says regulations helped small farmers 6 hours ago

GIVEAWAY
Your chance to win \$5000 starts in:

Interstitial Ad – On beatricedailysun.com or our mobile app.

beatricedailysun.com Opportunities Special Events & Career Fairs



Husker Rehabilitation & Wellness Centers, P.C.
PHYSICAL THERAPY



2320 North 6th Street
Beatrice, NE 68310
402.228.9292
www.huskerrehab.com

For Your Health....
HUSKER HEALTH

PHYSICAL THERAPY - PERSONAL TRAINING - OCCUPATIONAL HEALTH - MASSAGE THERAPY - GYM



Dr. Jacob D. May, D.C.
p. 402.456.4377
Inline Healing
www.InlineHealing.com

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BEATRICE DAILY SUN

12°
Clear
Weekly Forecast

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[News](#) [Sports](#) [Opinion](#) [Obituaries](#) [Entertainment](#) [Celebrations](#) [Calendar](#) [Shop](#) [Photos](#) [Homes](#) [Cars](#) [Jobs](#) [Today's Ads](#)

1 2 3 4

Recent Local News


Omaha hospital says doctor who contracted Ebola in Sierra Leone has died
1 hour ago  (0)

Chevrolet supports grassland preservation program
1 hour ago  (0)

Parents focus critical eye on Lincoln schools

Put your #PassionToWork



DAILY SUN | monster [START SEARCHING](#)



Voted Best of the Best
for 16 years!



SUPERIOR MOTORS  **GMC**
244-9055 

Float Bar – On beatricedailysun.com or mobile Home Page



REACH JOBSEEKERS THROUGH ADVANCED TARGETING NETWORKS

BEATRICE
DAILY SUN



TARGET

Job Title Targeting

The screenshot shows the BabyCenter website interface. At the top, there are navigation links for 'Mobile Apps', 'Follow us' (with social media icons), and 'Log in | Sign up'. The main navigation bar includes categories like 'GETTING PREGNANT', 'PREGNANCY', 'BABY', 'TODDLER', 'PRESCHOOLER', 'BIG KID', 'FOR YOU', 'COMMUNITY', 'BLOG', 'GAMES', and 'SHOP'. A search bar is located on the right. Below the navigation, there's a timeline for 'Add your child to the timeline' with markers for 'pregnant', 'newborn', '1 year', '2 years', '5 years', and '9 years'. An advertisement for Huggies diapers is displayed, offering '\$10 OFF A CASE OF DIAPERS' and '10% OFF ALMOST EVERYTHING ELSE*' with codes BC10D and BC10P. A 'Featured video' section is highlighted with a yellow border, showing a job opening for 'Infusion RN - FT' at the 'SOUTHWEST MEMORIAL CANCER CENTER'. The video description includes duties like 'giving chemotherapy, mixing drugs & phone triage' and 'Competitive salary and benefits.' with a 'Deadline 11/28/11' and a 'CLICK HERE for full ad and how to apply' link. Social media sharing options for 'Tweet' (23) and 'Pin it' (18) are visible below the video.

Job Title Targeting gives advertisers the ability to reach their audience based on occupation or industry throughout an ad network of highly trafficked websites.

Some examples:

- Dentist/Doctor/Nurse
 - Human Resources
 - Information Technology & Computing
 - Manufacturing
 - Executive Director/Manager/Supervisor
 - Pharmaceuticals
 - Professional/Technical
 - Engineer
 - Accountant
 - Administrative/Managerial
- Many more!

Advanced Audience Targeting

Contextual Targeting:

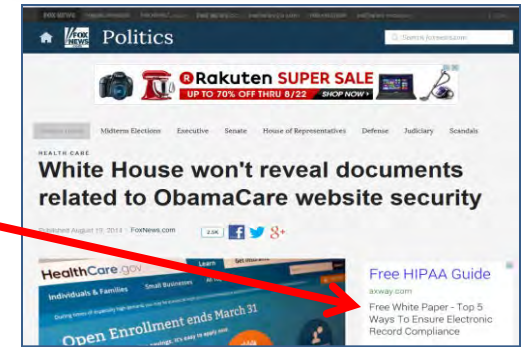
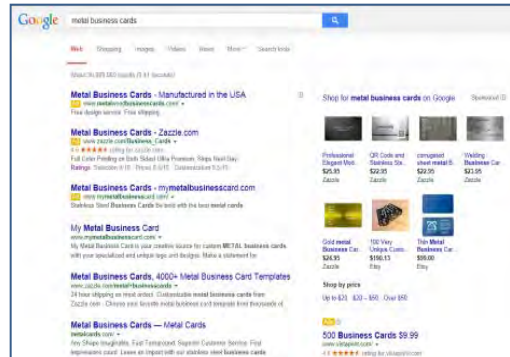
Choose a list of keywords. Ads are served alongside those keywords or phrases as they are being viewed by internet users.

Job Seekers,
employment
opportunities, retail
work, restaurant work,
Real estate agent jobs
Nursing jobs



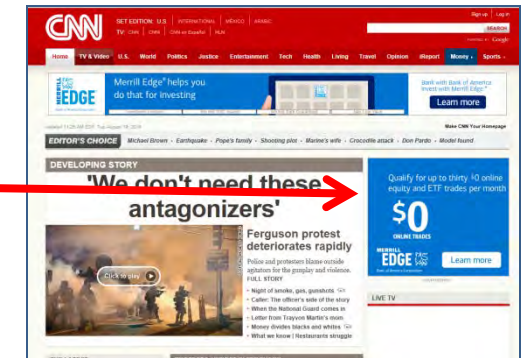
Search Targeting:

Your ad can follow someone after they search for specific "key words", based on your business or industry, while they continue to surf the internet.



Site Re-targeting:

Your ad can follow someone after they leave your website, while they continue to surf the internet.



Advanced Audience Targeting

Email Campaigns:

Utilize an expansive database that is CONSTANTLY being developed and maintained and have opted in to receive information. You have the capability to soar beyond just targeting age and demographics. For example target Nurses with Bachelors Degree.



Mobile Network:

Using thousands of apps and mobile sites, the mobile network is able to reach potential customers within the targeted DMA's. Extremely accurate by GPS and Wi-Fi targeting



Mobile Geo Fencing Example: Truck Stops

Appears on thousands of apps and mobile sites: 1 mile around truck stops in targeted communities



- Reach CDL Drivers where they stop.
- CTR averages are higher than a standard web display campaign
- Reach users at different touch points during the day without desktop limitations
- Highly accurate hyper local targeting



OUR PARTNERSHIP WITH MONSTER.COM

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AUDIENCE

In case you haven't noticed, it's competitive out there.

It's becoming increasingly difficult to access quality candidates, let alone assemble a talent pool. You're only as efficient as your resources allow you to be. And these days, the job is taking longer than it should. If time is money, it's time to find a smarter way to fill open positions.



145M¹
IN THE US WORKFORCE



82M WILL LOOK FOR A JOB THIS YEAR²

4M



AVAILABLE JOBS³

HOW WILL YOU FIND THE RIGHT HIRE?



ONLY 6%

OF RECRUITERS SAY THEY HAVE THE RIGHT TOOLS TO DO THEIR JOB⁴

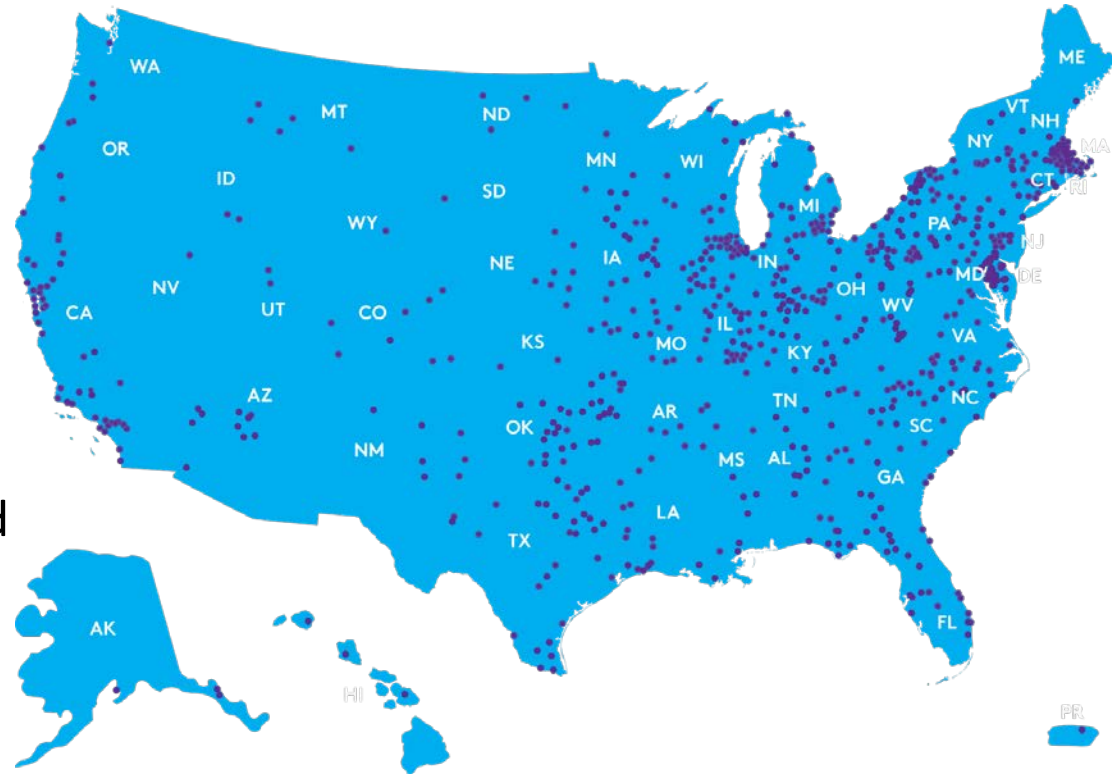


SINCE 2009, THERE HAS BEEN A **65% INCREASE** IN THE TIME IT TAKES TO FILL A JOB⁵

Attracting Local Candidates

This partnership brings together a trusted local media source with the online recruitment advertising market leader providing employers with:

- Broader reach to both online and offline job seekers in the market
- Single source solutions of print and online recruitment advertising



Monster is a Leader in National Reach



U.S. Metric	Volume/Month
Unique Visitors ¹	18 Million
Page Views ¹	194 Million
Job Searches ²	189 Million
Job Views ²	99 Million

SOURCE: (1) COMSCORE MEDIA METRIX, 12-MONTH AVERAGE, JUNE 2013-MAY 2014; (2) MONSTER INTERNAL DATA, 12-MONTH AVERAGE, JUNE 2013-MAY 2014

Monster Fast Facts



- SINCE THE BEGINNING, Monster has collected nearly **169 million** resumes in the U.S.¹
- EVERY DAY, more than **26,000** new resumes are added to our U.S. database²
- EVERY DAY, more than **13.4 million** resumes are available to search in our U.S. Resume Search Database¹

Monster is a Leader in Local Reach

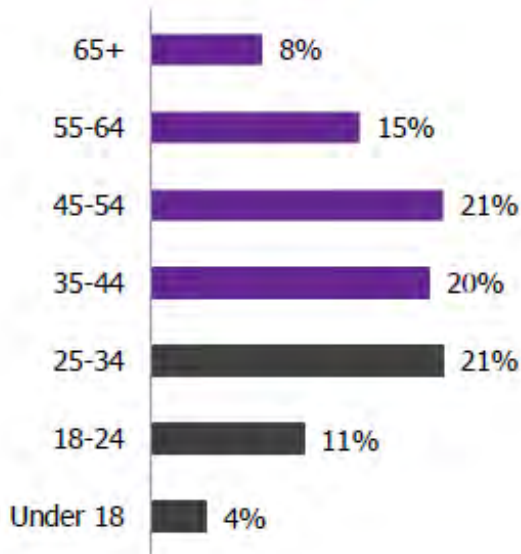
Measure	Beatrice is in the Lincoln DMA Monthly Average
Job Views	Over 157,400
New Resumes Posted	Over 530
Total Resumes	Over 21,411 active
New Accounts	Over 450
Applies	Over 4,900

Monster has the seeker base to meet the recruitment demand among companies of all sizes locally and nationally

Monster's Audience

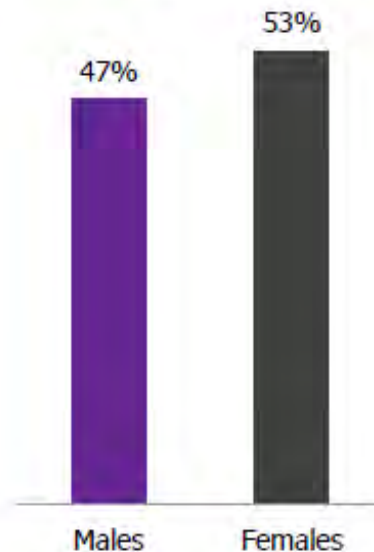
64%
are over the age of 35

Age



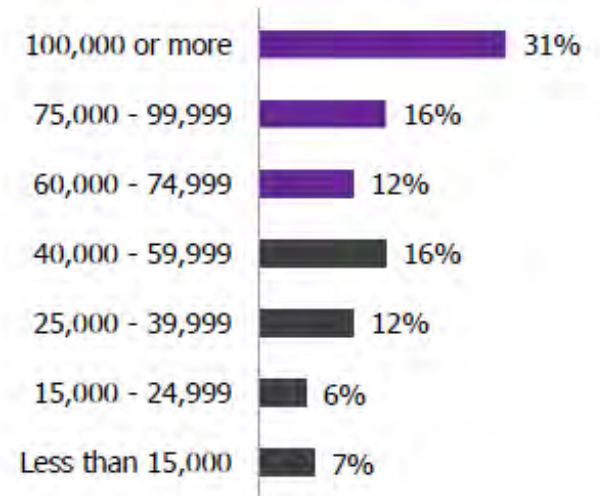
About **50/50**
males and females

Males vs. Females



59%
earn at least \$60K/Year

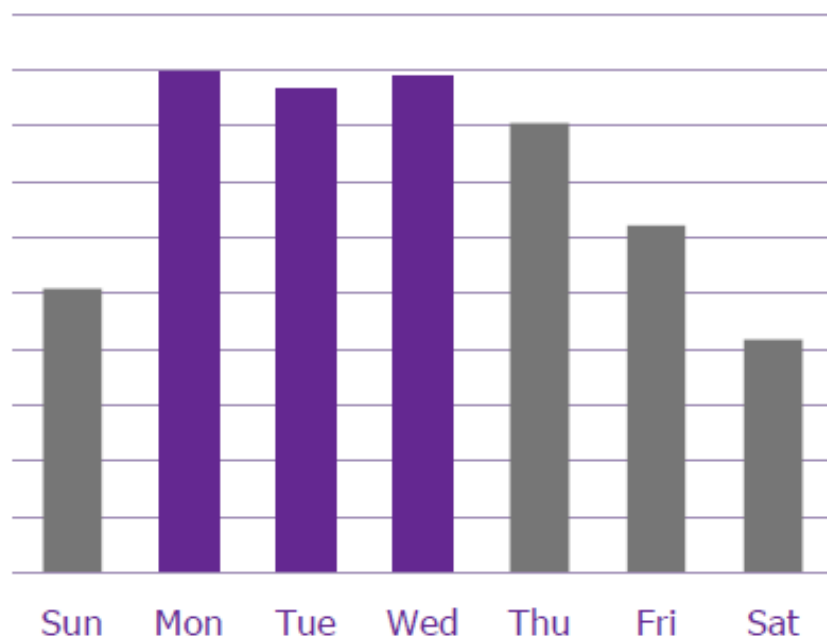
Income Head of Household



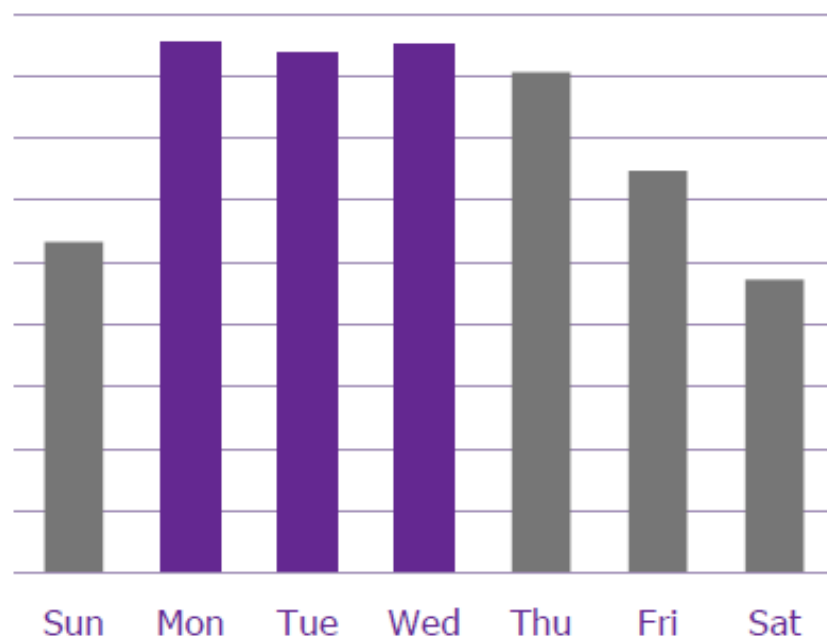


Peak Monster Activity Mon thru Wed

Job Searches by Day



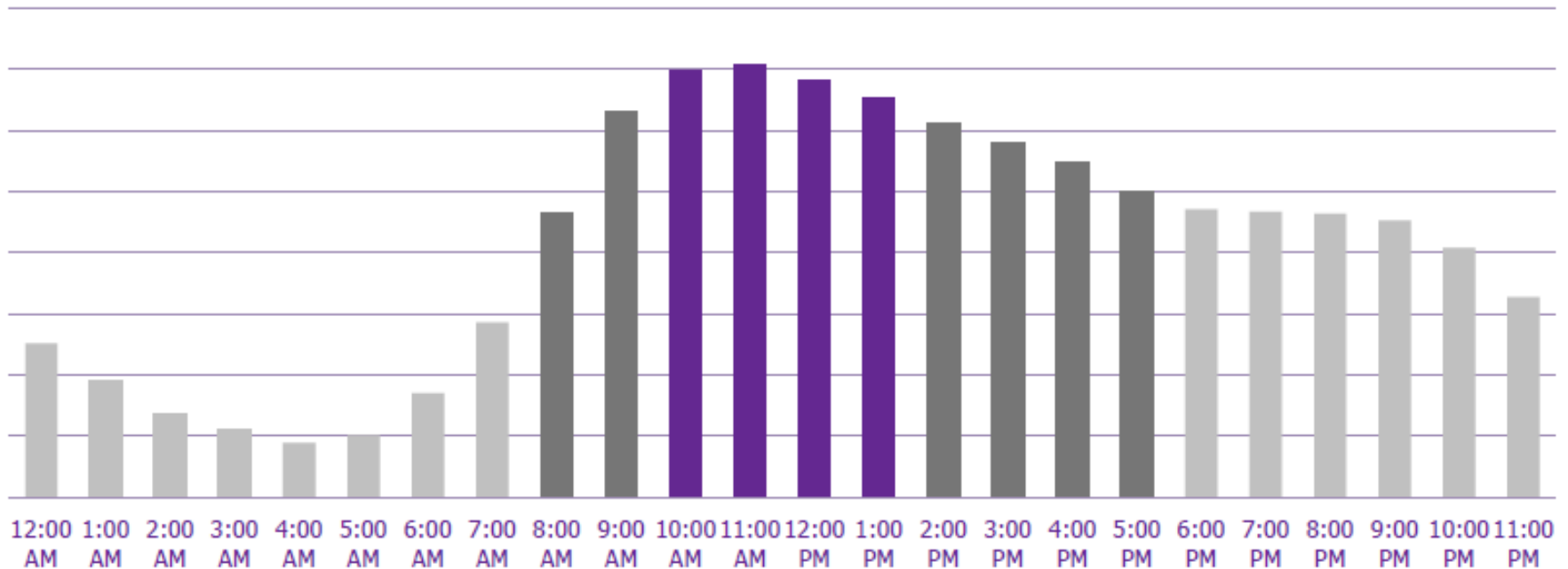
Job Views by Day



Peak Monster Activity Between 10am-2pm

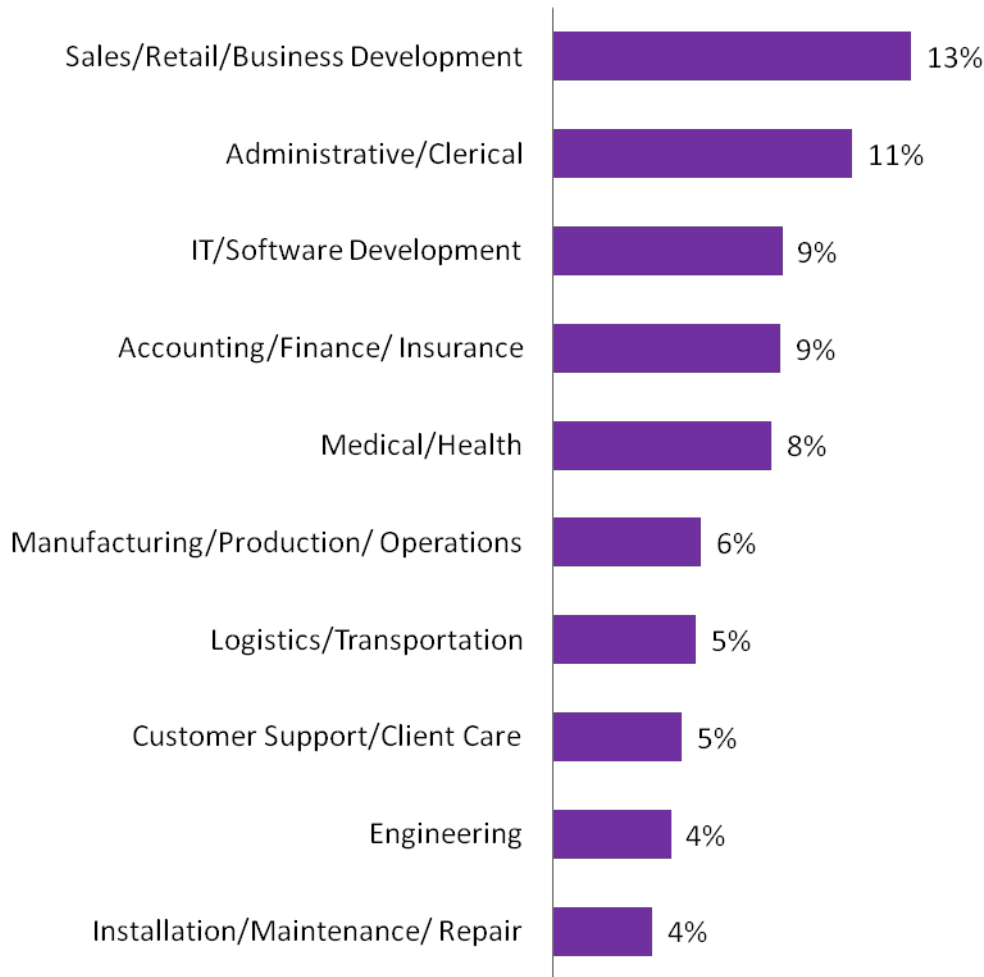
Most visitors to Monster (61%) visited between 8 AM and 6 PM with peak hours between 10 AM and 2 PM

Visits by Hour of the Day



Monster's Audience

Top 10 Job Categories (Volume)



Top Search Terms Used on Monster

1. Part Time
2. Sales
3. Accounting
4. Customer Service
5. Healthcare
6. Construction
7. Administrative
8. Retail
9. Marketing
10. Manufacturing
11. Manager
12. Work From Home
13. Finance
14. Education
15. Human Resources
16. Warehouse
17. IT
18. Receptionist
19. Entry Level
20. Administrative Assistant
21. Maintenance
22. Nurse
23. Medical
24. Driver
25. Clerical
26. Insurance
27. Security
28. Office
29. Legal
30. Management
31. Engineering
32. Real Estate
33. RN
34. Medical Assistant
35. Banking
36. Data Entry
37. Registered Nurse
38. Automotive
39. Transportation
40. Engineer
41. Teacher
42. Logistics
43. Business
44. LPN
45. Restaurant
46. Accountant
47. Part-Time
48. Project Manager
49. Java
50. Technology
51. Nursing
52. Full time
53. Telecommunications
54. Government
55. Assistant
56. Computer
57. HVAC
58. Director
59. Office Manager
60. Analyst
61. Entry Level, Internship
62. Truck Driver
63. Executive Assistant
64. Supervisor
65. Hospitality
66. Production
67. Purchasing
68. Supply Chain
69. Controller
70. Paralegal
71. Environmental
72. Accounts Payable
73. Administrative Skills
74. Secretary
75. Call Center
76. Advertising
77. Quality
78. Quality Assurance
79. Operations
80. Payroll
81. Technician
82. Dental Assistant
83. Science
84. Hospital
85. Dental
86. Attorney
87. Cashier
88. Mortgage
89. Electrical
90. Retail Management
91. Food
92. Communications
93. Graphic Design
94. Information Technology
95. Bilingual
96. Media
97. Safety
98. Electrician
99. Health Care
100. Medical Billing

Most Searched Healthcare Terms



1. Healthcare
2. Nurse
3. Medical Assistant
4. Part Time
5. Medical
6. LPN
7. Registered Nurse
8. RN
9. Nursing
10. Receptionist
11. CNA
12. Registered Nurse (RN)
13. Administrative
14. Social Work
15. Psychology
16. Registered-Nurse
17. Mental Health
18. LVN
19. Hospital
20. Health Care
21. Medical Billing
22. Office
23. Healthcare Administration
24. Customer Service
25. Pharmacist



Jobseekers are Mobile

Over

35%

**of Monster traffic
occurs via
mobile devices**

Are you mobile compatible?
Does your online application work from a
mobile device?





TOGETHER, WE CAN
FIND BETTER.

BEATRICE
DAILY SUN



SOLUTIONS

Print to Web Sample

Missoula County

Job Summary

Company
Missoula County

Location
Missoula, MT 59802

Industries
Advertising and PR Services

Job Type

- Employee
- Full Time

Years of experience
Less than 1 Year

Education Level
Some College
Coursework Completed

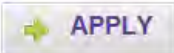
Career Level
Entry Level

Salary
\$13.51+ /hour


Noxious Weed Ranger Assistant


About the Job


Noxious Weed Ranger Assistant These additional documents must be uploaded to your on-line application which may require that you scan them: College transcripts (unofficial acceptable) and copy of valid driver's license. NOXIOUS WEED RANGER ASSISTANT - Performs a variety of basic manual labor duties related to the control of noxious weeds. Complete job description available upon request to the Department of Human Resources. Requires twenty four (24) college semester credits. Courses most applicable to the position will be in Forestry, Natural Resources, Biology, Botany or other plant sciences. Requires six months of experience working in an agricultural or plant science field. Submit Missoula County online application by 5:00 p.m. Tuesday, March 25, 2014 at www.co.missoula.mt.us. Applicants may submit a written request for any accommodation needed to participate in the application and selection process. Missoula County will consider any reasonable accommodation. The Missoula County EEOP is on file in the Human Resources Office.

 **APPLY**

JOB TOOLS

 [Print](#)

 [Save](#)

 [Share](#)

COMPANY TOOLS

[View all Jobs at this Company](#)

Reach the active seeker audience.

Job Ads

Showcase your company's jobs and employment brand to recruit qualified candidates, on desktop and mobile.

- Up to 1,000+ distribution sites
- Robust candidate management tools
- Up to 20 recommended resumes
- Email distribution via newsletters and agents to active candidates
- Response tracking reports



A screenshot of a job posting on the Monster.com website. The job title is "Noxious Weed Ranger Assistant". The job summary includes details about the company (PAT_Monster Demo Account), location (Missoula, MT 59802), industries (Advertising and PR Services), job type (Employee, Full Time), years of experience (Less than 1 Year), education level (Some College Coursework Completed), career level (Entry Level), and salary (\$13.51+ /hour). The description includes "About the Job", "Description", "Minimal Qualifications", "Special Requirements", "Representative Examples of Work", "Physical/Environmental Demands", and "Additional Required Information". On the right side, there are buttons for "APPLY", "JOB TOOLS" (Print, Save, Share), and "COMPANY TOOLS" (View all Jobs at this Company).

EVERY MONTH ON MONSTER.COM

MORE THAN
194M
SEARCHES ARE PERFORMED

MORE THAN
94M
JOBS ARE VIEWED

MORE THAN
798K
NEW RESUMES ARE ADDED
TO OUR U.S. DATABASE

Adapt to quickly change hiring goals.

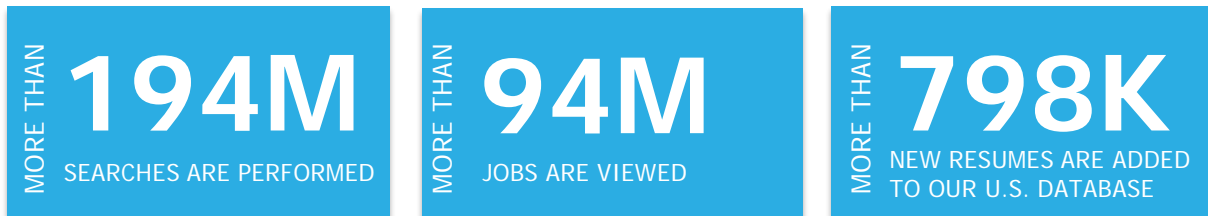
Monster Slots

Rotate job ads to suit your needs with this cost-effective hiring solution to maximize your recruitment budget.

- Unlimited rotation of jobs as needed
- Flexible duration subscription
- Up to 1,000+ distribution sites



EVERY MONTH ON MONSTER.COM



Enhanced Job Templates

Uses the graphics from your corporate site and applies to standard posting

This screenshot shows a job posting on the Monster website. The job title is "Contract Systems Engineer" at "Strack & Van Til". The location is Georgetown, TX. The job is a full-time, temporary/contract position. The posting includes a "Job Summary" section with details on location, industries, job type, and experience. It also features a "Job Summary" sidebar with filters for location, industries, job type, and years of experience. The main content area includes an "About the Job" section, "Responsibilities/Requirements", and "Education" requirements. A "Standard template" watermark is overlaid on the text. At the bottom, there is a "Search for more jobs" button and an "APPLY" button.

This screenshot shows a job posting on the Strack & Van Til website. The job title is "Customer Service Manager". The location is Chicago. The job is a full-time position. The posting includes a "Customer Service Manager" section with details on location, job category, job status, and education level. It also features an "Apply Now" button. The main content area includes a "Customer Service" section with details on the role and responsibilities. At the bottom, there is an "About Us" section and a "Contact Us" section. A "Standard template" watermark is overlaid on the text.

Reach a diverse seeker audience.

Diversity Network

Reach top diversity candidates and position your organization as a company of choice.

- Largest dedicated diversity network
- Help to meet EEO/AA/OFCCP compliance objectives
- Showcase your company as a diversity employer
- Target and engage millions of diverse seekers
- Target by location, industry and more

ACCESS TO
29.6M
DIVERSE VISITORS





Extend your reach with Military.com

Military.com - A hiring solution that provides direct access to a talent mix of veterans, transitioning service members and military spouses.

- Build awareness via the largest online military destination
- Drive veteran candidates to your job ads
- Become an employer of choice for veterans
- Increase ROI via measurable programs including job ads, desktop and mobile advertising, custom media sponsorships and more



MORE THAN
10M
ACTIVE DUTY VETERANS
AND SPOUSES

Reach College-aged Jobseekers

Fastweb®

A targeted way to reach the best and brightest students and recent grads looking for employment.

- Reaches one of the largest education-focused audiences of 15-24 year-olds
- Increases brand visibility and obtains qualified candidate leads
- Targets audiences by age, school year, geography, major and more
- Mobile-optimized



FASTWEB STATS:

12.5M

PAGE VIEWS

1.5M

SCHOLARSHIPS IN
DATABASE

1 IN 3

COLLEGE-BOUND
STUDENTS USE FASTWEB

Find seekers where they live online.

Career Ad Network

Extend the reach of your company's jobs and employment brand to recruit qualified candidates.

- Serves over 1.9 billion job ad impressions each month²
- Syndication to thousands of sites¹
- Reaches over 51million unique visitors¹
- Jobs with Career Ad Network have experienced over 66% more job views and over 75% in candidates who express interest³



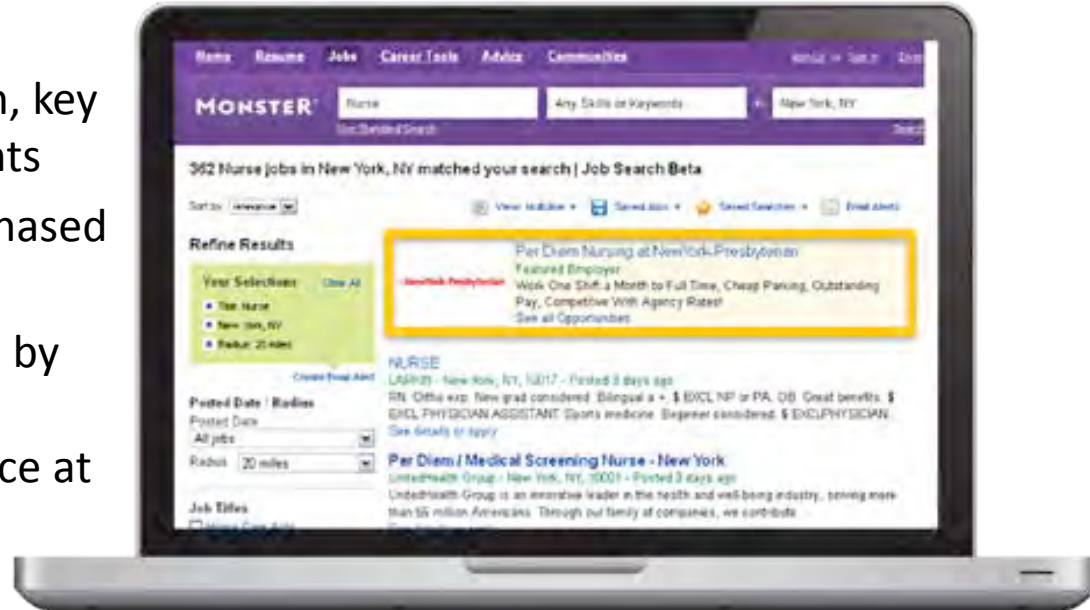
MORE THAN
51M
ACTIVE AND PASSIVE
JOB CANDIDATES

Promote your brand to the seeker audience.

Monster Audience Sponsorship

Target specific audiences with advertisements that showcase your employment brand and career Opportunities.

- Provides high visibility on Monster
- Targets seeker audience by location, key search terms and audience segments
- “Own” the audience segment purchased for the duration of the campaign
- Improves metrics and performance by connecting the right jobs with the right audience at the right time





BE IN FRONT

BEATRICE
DAILY SUN



SOCIAL

Become A Social Recruiter

Monster Twitter Cards

Move beyond the limitations of the average job tweet by extending the reach of your Monster Job Ads with an automatic push to your Twitter followers, you can propel social hiring and branding initiatives.

- Activates social job distribution and engagement
- Accesses active and passive seekers with retweets, hashtags, and shares
- Provides the ability to track engagement

TWITTER STATS:

225M

Monthly active users

500M

Tweets sent per day

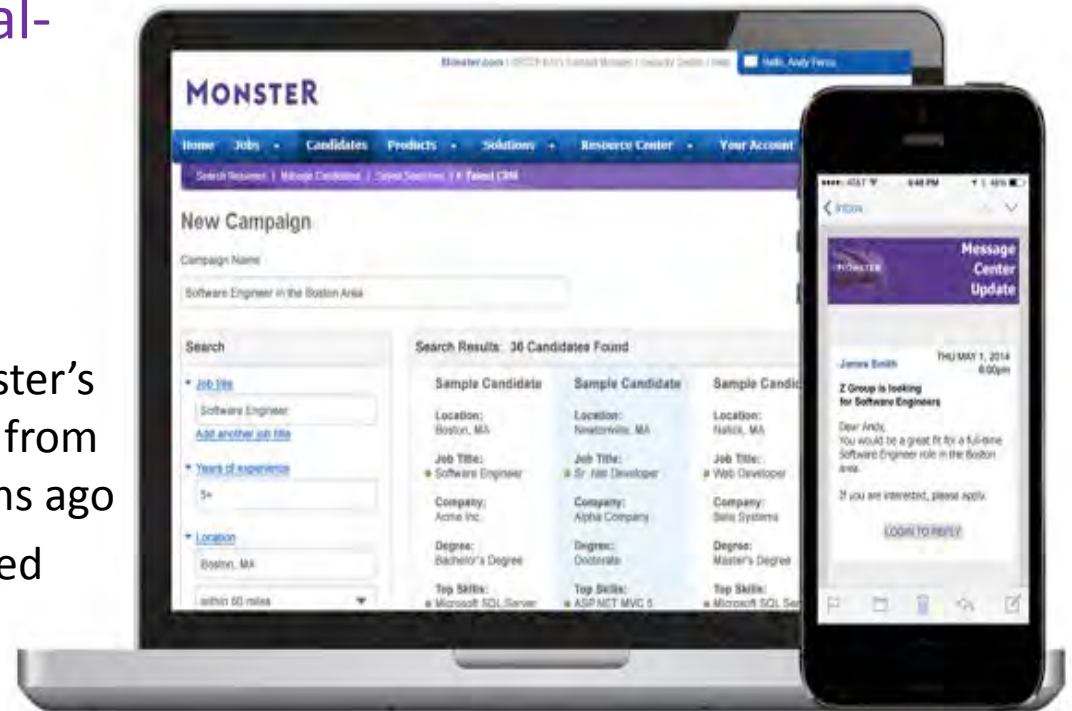


Email qualified candidates

Talent CRM

Make direct connections with promising talent in real-time and at scale.

- Features 6Sense[®] semantic search technology
- Campaigns are creating using Monster's expansive talent database choosing from resumes updated today to 12 months ago
- Message talent with fully-customized campaigns
- Real-time campaign analytics



Uncover in-demand technical talent.

TalentBin[®] by Monster

We created one of the largest talent databases focused on technical skills to help you discover passive job seekers. And by tapping into social profiles gathered from the open web, TalentBin provides you with a 360° view of your candidate and multiple messaging capabilities.

- Recruit hard-to-find technical talent
- Reach tech professionals with valid contact info
- Maximize efficiencies with tools like:
 - Integrated emailing
 - Mail merge email templates
 - Mass email
 - Email open and click tracking



100M+

Tech Skills-Focused Social Profiles

Overcome talent acquisition barriers.

Talent Fusion™ by Monster

An extension of your team, Talent Fusion delivers the right recruiting and sourcing solutions to fulfill your company's growing needs.

- Features 6Sense® semantic search technology
- Complete sourcing strategy
- Pre-screened, highly-relevant candidates
- Detailed campaign analysis



STRATEGY

Do you have the right recruitment strategy to meet your business needs?



TECHNOLOGY

Battling outdated HR infrastructure while struggling to recruit the talent you need?



TIME

Wishing there were more hours in the day?



PEOPLE

Trying to do more with too few people?

Preserve the value and strength of your recruitment brand.

Monster Career Sites & Applications

Bolster your recruitment brand with fully customizable career sites and applications for candidates, employees and recruiters.

Features include:

- Candidate career site hosting
- Employee referral sites
- Powerful job matching application
- Internal career development sites



Tracking, managing, onboarding talent.

Monster Talent Management

Suite of pre-hire and post-hire talent management tools and services that reduce integration costs, avoid data dead-ends, and provide end users with one unified experience.

- HR process automation
- Real-time data updates
- Scalable and customizable
- Robust reporting capabilities
- Mobile-friendly interface





BE PROACTIVE

BEATRICE
DAILY SUN



SEARCH

Proactively look for candidates

Monster's Power Resume Database lets you pinpoint the right talent with award winning 6Sense[®] semantic search technology.

- Provides unrivaled candidate matches
 - Understands concepts and context
 - Bases matches on actual, relevant experience, skills, education and more
 - Automatically sorts, scores, and ranks
- Provides at-a-glance candidate comparisons
- Seamlessly integrates with Monster's candidate management tools





TOGETHER, WE CAN
FIND BETTER.

BEATRICE
DAILY SUN



DEMO



TIME FOR QUESTIONS

BEATRICE
DAILY SUN



**We appreciate your
time.**

**Thank you,
Beatrice Daily Sun & Monster**