

FOR: TV & RADIO BROADCASTERS

RECLAIM YOUR LOCAL JOB ADVERTISING MARKET WITH RECRUITOLOGY

TN TownNews

recruitology®



Our partnership



Recruitology places our partners' brands foremost. Whether you need a full-featured job board, or best-in-class niche job boards, we've got you covered.

Innovative solutions that empower local media organizations like yours to grow revenue, expand audience and engagement, and enhance your essential role in your community.



Job seekers have several choices



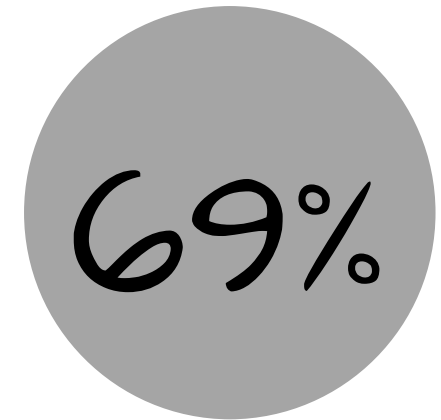
utilize web
searches when
looking for a job



utilize free resume
database



say they find out
about job openings
on social media



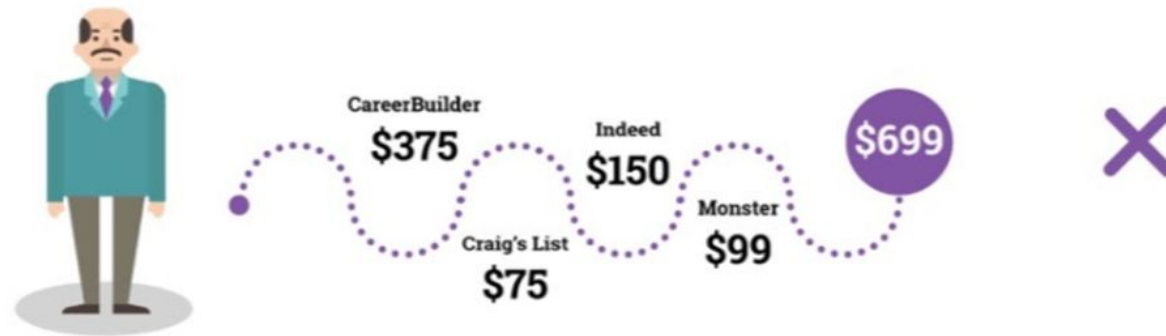
of workers find out
about job openings
on job boards

Average cost to hire

- ▶ In 2021 was \$4,425 to hire an employee.
- ▶ It takes 36 to 42 days to fill an average position in the United States.
- ▶ Employers are getting more competitive to secure employees and we need to get more aggressive about our job distribution.

Source: <https://www.zippia.com/advice/cost-of-hiring-statistics-average-cost-per-hire/>





The problem vs. **YOUR** solution



Post once for maximum impact



- ▶ Programmatically distributes ads to the right aggregators
- ▶ Takes the guesswork out of deciding where to post
- ▶ MaxRecruit's ActiveMonitoring™ continually adjusts a job post's performance
- ▶ Automatic budget adjustments based on CPC and other variables

Reach affinity groups with targeted niche networks



College entry level



Green employers



Diversity



Veterans



Social

Social job network

Twitter

- ▶ Jobs are sent to Twitter via Nationwide Job Search brand
- ▶ Images and custom #hashtags are leveraged and driven by job type & category

LinkedIn

- ▶ Jobs are displayed via the job section of LinkedIn and to the company's LinkedIn profile page.

Jobs are automatically distributed to the social media sites that job seekers use the most

*Important note: please make sure the company name visible in job postings (i.e., not Confidential) when using the Social Network. Facebook and LinkedIn will not be able to display your job if it is confidential

Enhance job postings with CareerBuilder®

The widest reach of job candidates

Employers can find the exact candidates they need including part-time or full-time with specific skills and expertise



Target postings for the right audience

CareerBuilder's matching technology allows employers to match active candidates by salary, location and other hiring requirements

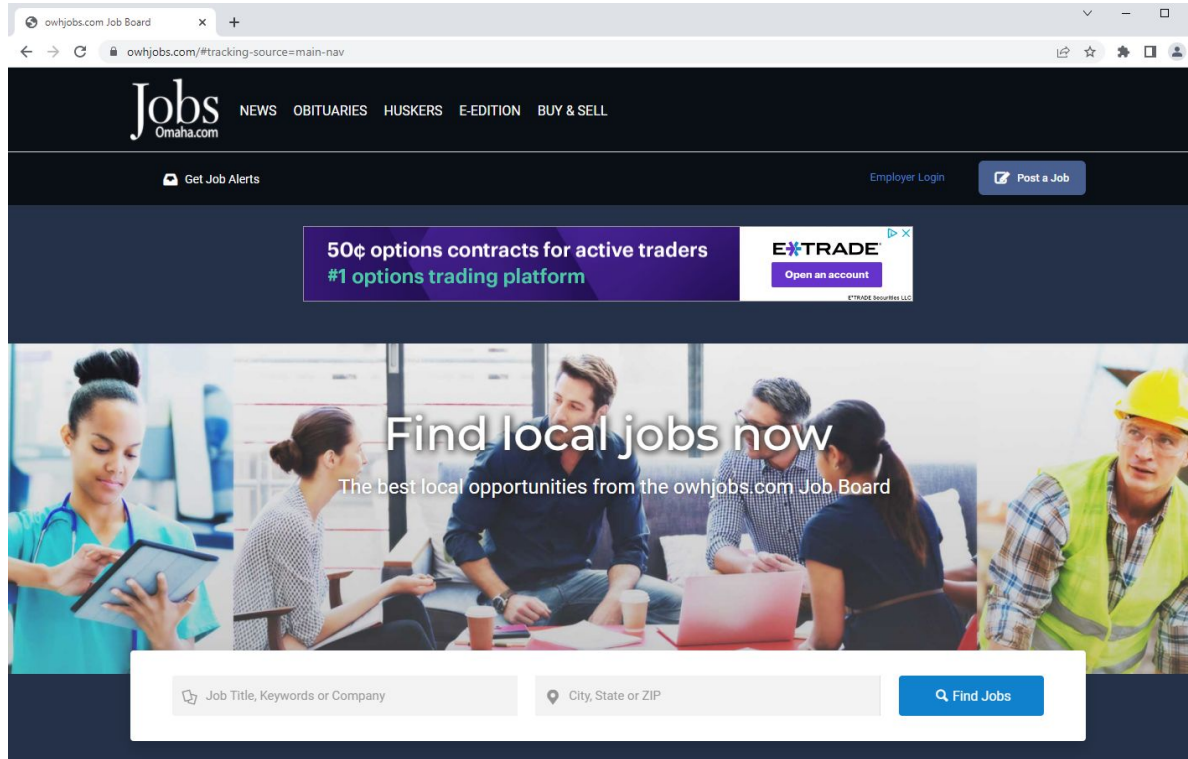
Attract quality job candidates

CareerBuilder's brand recognition and network of job candidates ensures your employers get quality results from their job postings

How does it work?



When it goes online:



Job postings go to **YOUR** new job board with additional monetization opportunities!



Packages available



Drive results for your clients while providing a **40% Margin to YOU!**

What revenue can you expect?

10 Max packages <i>a month at \$210 each</i>	\$2,100 <i>monthly</i>
25 Max packages <i>a month at \$210 each</i>	\$5,250 <i>monthly</i>
50 Max packages <i>a month at \$210 each</i>	\$10,500 <i>monthly</i>

An extension of YOUR team



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Recruitology



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Manager, TownNews



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Partnership Development
Manager, TownNews



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VP of Business Development,
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→ **Questions?**

Get started today!

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Stay connected...



Documentation

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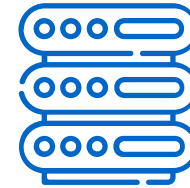
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