



## AccountingJobsToday.com Media Kit

### Company Information:

Launched in 2007, AccountingJobsToday.com is the #1 online career resource dedicated to accounting professionals nationwide and was recently named by [WEDDLES, LLC.](#), (the world's largest publisher of print guides to the 100,000+ job boards now operating on the Internet), a Top 100 site for 2009/2010.

In addition to our job board and job search tools, AJT offers several career and employment-based resources for both job seekers and employers. This includes an online community ([MyAccountingLife.com](#)), job descriptions library, sample accounting resumes, as well as various salary tools, continuing education courses, accounting publications, career articles, news center and much more.

AccountingJobsToday.com is the flagship site for the [AllJobsToday.com](#) Career Network. AllJobsToday was founded by Todd Goldstein President of [Adept Resources](#) a Southern California based Professional Service and Business Development Firm. With over 15 years of experience in Business Development, Internet Marketing and Recruiting for both public accounting firms and private sector companies, Adept Resources has interviewed and placed thousands of Accounting and Finance professionals in a variety of positions ranging from CPA, CFO, Controller, Finance Managers to Senior Accountants, Staff, Auditors, Bookkeepers and Accounting support.

### Career Center Partners

As part of our ongoing marketing efforts to reach more Accounting Professionals, AJT has partnered with other industry leaders to power their online career centers reaching hundreds of thousands of Accounting Professionals.

[AccountingWeb](#)- reaches over 100,000 CPA's & Accountants nationwide by focusing on the needs of small and medium-sized firms, as well as sole practitioners.

[CPALeadership](#)- CPA Leadership Institute is devoted to the enhancement of leadership and management development in CPA firms. CPAs increasingly need leadership, management, communication, and marketing skills.

[SmartPros](#)-Founded in 1981, SmartPros Ltd. is an industry leader in the field of accredited professional education and corporate training in the areas of corporate accounting, financial management, public accounting, governmental and not-for-profit accounting, financial services training, banking, engineering, legal, and ethics and compliance.

[RealLifeAccounting](#)- Accounting for Non-Accountants is a 20-hour strictly **online** accounting course that requires no textbook or live instructor. It is a self-paced accounting tutorial that can be taken 24/7 conveniently in your own home, office, or from any computer that has access to the Internet.

[CPAclassifieds](#)- Weekly circulation exceeds over 200,000 targeting Accounting Professionals nationwide. AccountingJobsToday.com is the exclusive job board provider in the Employment Section.

[CPElink](#)- Provides live webcasts, on demand webcasts & self-study courses to Accounting professionals through various state CPA Associations nationwide.



## Job Postings:

### SINGLE JOB POSTINGS

Product	Duration	Cost
Single 30-Day Job Posting	30 Days	\$249
<ul style="list-style-type: none"> <li>For an additional \$50, we offer premium posting services, with which your posting will appear the top of employment search results</li> <li>Featured Accounting Jobs Today Upgrade: For an additional \$100, your job posting will be spotlighted in the “Featured Accounting Jobs Today” section on the AccountingJobsToday home page as well as on our career center partners.</li> </ul>		

### SUBSCRIPTION PACKAGES

(3) 30-Day Job Postings	30 Days	\$599
(5) 30-Day Job Postings		\$949
(10) 30-Day Job Postings		\$1790
(25) 30-Day Job Postings		\$4225
(50) 30-Day Job Postings		\$7950

### SINGLE RESUME PURCHASE

Single Resume Purchase		\$49
<ul style="list-style-type: none"> <li>Pay-Per-Prospect</li> <li>View Complete Resumes for free! If you find any candidates you are interested in, submit your interest to them. If they are interested in your opportunity, we will connect you for just \$99. If the candidate is not interested, you pay nothing.</li> </ul>		

### RESUME ACCESS – CREDITS/SUBSCRIPTIONS

90-day Unlimited Resume Access	90 Days	\$899
<ul style="list-style-type: none"> <li>Purchase unlimited resume contacts for 90 days. Login and contact as many job seekers as you wish for 90 days.</li> </ul>		
6 Mos. Unlimited Resume Access	180 Days	\$1649
<ul style="list-style-type: none"> <li>Purchase unlimited resume contacts for 180 days. Login and contact as many job seekers as you wish for 180 days.</li> </ul>		
12 Mos. Unlimited Resume Access	365 Days	\$2999
<ul style="list-style-type: none"> <li>Purchase unlimited resume contacts for 365 days. Login and contact as many job seekers as you wish for 365 days.</li> </ul>		

### PARTNER PACKAGES

We can custom tailor a Partner Package to meet your needs.  
Please call to discuss 818-390-7753.



## Email and SMS Text Marketing:

### AJT EMAIL NEWSLETTER SPONSORSHIP

The AJT twice-weekly newsletter reaches over 50,000 accounting & finance professionals..

Featured Sponsorship: \$450/month

- 125x125 banner link or text link
- Brief write up on your company

### EMAIL TARGET MARKETING

With a database of 120 million candidates including more than 10 million college students and recent graduates, we can help you reach thousands, tens of thousands, or even hundreds of thousands of highly targeted candidates. If you need to hire a lot of people quickly or are targeting very difficult to reach candidates. You can specify the types of candidates that you wish to receive by 700 data fields, including keywords, occupational fields, major, school, diversity, age, gender, language skills, income, education level, zip code, area code, and many more!

The gross cost is based on the client providing the final creative. Targeted emails can be sent as plain text or a graphical email (HTML) with no price differential. Our pricing is for emails actually delivered, making us stand apart from other email lists.

- 0 to 50,000 HTML = \$2,250
- 50,001 to 100,000 plain text or HTML = \$45 per thousand
- 100,001 to 250,000 = \$42 per thousand
- 250,001 to 750,000 = \$35 per thousand
- 750,001 to 1,500,000 = \$30 per thousand
- 1,500,001 or more = \$25 per thousand

**Follow-up Discount:** There is a 50 percent discount for a follow-up email, providing it is sent to the same group as the original with the same creative and subject line. We ask that follow-up emails be ordered at the same time as the original campaign to receive the discount.

**Streaming Video:** Streaming video can be included in any email campaign for an additional \$1,500. Studies show that the number of emails which are opened (read) and responded to increase by up to 70 percent when streaming video is included. Our technology allows for the video to begin playing the moment that the email is previewed or read, regardless of whether the recipient is on dial-up or a high speed connection.



## SMS Text Messaging Target Marketing

Text messaging to cellular and other mobile phones is an exciting, new way to improve the branding of your organization's opportunities with a highly targeted group of college students and recent graduates. Through our text messaging (SMS) service, we can deliver on your behalf a 145 character (includes from field, spaces, and punctuation) text message to the cell phones of more than 3,400,000 text and 200,000 mobile streaming video enabled cell phones used by college students and recent graduates. And because the database is the same as that used for our targeted email and postal mailings, we're able to select the recipients through any combination of the 700 fields of data and even combine the campaigns so you may, for

example, have us deliver a targeted email to 100,000 candidates and then have us deliver a follow-up text message to the cell phones of those candidates who clicked through to your web site from the email message but did not register at your site.

All cell phone text message campaigns include a free follow up plain text or HTML email campaign to reinforce the message you are sending to your recipients:

- 0 to 15,000 = minimum charge of \$3,225
- 15,001 to 100,000 = \$215 per thousand
- 100,001 to 250,000 = \$200 per thousand
- 250,001 to 500,000 = \$180 per thousand
- 500,001 to 800,000 = \$165 per thousand
- 800,001 or more = \$150 per thousand

## Advertising and Sponsorships:

**Advertising Rates** (\*Please note that these prices are Net)

Product	Duration	Cost
Home Page Featured Company	1-month	\$450
	3-months	\$1275
	6-months	\$2450
	12-months	\$4800

Sponsorship Includes: (images in .jpg or .gif format, and no larger than 125x35 pixels)

- Company logo prominently placed on our homepage
- Company description and link to your postings on our Job Board.



**Sponsorships Centers:**

Resources Center Sponsorship	1-year term	\$1,250/month
Career Center Sponsorship	1-year term	\$1,250/month
Marketplace Sponsorship	1-year term	\$1,250/month
Education Sponsorship	1-year term	\$1,250/month

Sponsorship Includes:

- 120x600 banner in left navigation column
- Partner logo or 125 x 125 banner and brief write up in content section
- Email marketing: sponsored section in monthly mailings over 50,000 per send (12 per year)
  - Brief description of section will be included as powered by sponsored partner.

**Social Media Marketing: MyAccountingLife.com**

125x125 Ad Placement	1-month	\$250
	3-months	\$600
	6-months	\$1050
	12-months	\$1950

- Create (12 blogs posts per year) with link back to Sponsors site
- Included in weekly email broadcast to membership
- Twitter feed to <http://twitter.com/accountinglife>



JOB DISTRIBUTION PARTNERS

**simplyhired**<sup>®</sup>  
job search made simple

**indeed**<sup>™</sup>  
one search. all jobs.

**JOBTARGET**  
Target Your Dream Job

**accounting web**  
jobs.com

**Diversity**<sup>™</sup>  
A World of Change

**CPA Leadership Institute**  
Promoting Continuous Improvement in CPA Firm Leadership

**oodle** SmartPros

**Real Life Accounting**  
For Non-Accountants

**TopUSAJobs.com**

**CPAclassifieds**

**juzju**<sup>®</sup>  
job search engine