



## AccountingJobsToday.com Media Kit

### Company Information:

Launched in 2007, AccountingJobsToday.com (AJT) 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 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 Accounting Professionals, AJT has partnered with other industry leaders to power their online career centers reaching hundreds of thousands of Accounting Professionals nationwide.

[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.

[WebCPA](#)- is a leading provider of online business news for the tax and accounting community, offering breaking news, in-depth features, insightful editorial analysis, and a host of Web-related resources and services

[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 and not-for-profit accounting.

[RealLifeAccounting](#)- Accounting for Non-Accountants is a 20-hour strictly online accounting course that requires no textbook or live instructor.

[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.



## Online Recruitment Services

### Job Postings:

#### SINGLE JOB POSTINGS

Product	Duration	Cost
Single 30-Day Job Posting	30 Days	\$249
Single 30-Day Posting and resume contacts	30 Days	\$349

#### JOB POSTING SUBSCRIPTIONS

(3) 30-Day Job Postings	365 Days	\$599
(5) 30-Day Job Postings		\$949
(10) 30-Day Job Postings		\$1,790
(25) 30-Day Job Postings		\$4,225
(50) 30-Day Job Postings		\$7,950
Unlimited 30-Day Job Postings		\$8,999

**Job Distribution Partners:** All job postings are automatically distributed to our partners.

Indeed	JobAlot	SmartPros
SimplyHired	Job Target	CPElink
JuJu	AccountingWEB	ReallifeAccounting
TopUSAJobs	CPAclassifieds	
AmericasJobExchange	CPAleadership	

### Video Job Reports:

Set up fee: \$350 and 30-day unlimited usage host fee \$300

The 3-minute Company Profile allows organizations to discuss the culture and benefits of joining their team. The profile gives a behind-the-scenes look at the organization and their departments so candidates can do an assessment of the cultural fit.

Through the “Send to a Friend” function the video becomes viral, spreading out to websites – including social networking sites like Facebook, LinkedIn and blogs – employers were not even aware of, helping companies find passive talent.

### Resume Access:

**SINGLE RESUME PURCHASE** \$49

- Pay-Per-Prospect
- 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 \$49. If the candidate is not interested, you pay nothing.

#### RESUME ACCESS – CREDITS/SUBSCRIPTIONS

90-day Unlimited Resume Access/Contacts	90 Days	\$899
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### **AJT Newsletter:**

The AJT Weekly newsletter reaches over 45,000 accounting & finance professionals.

Featured Sponsorship:

\$750/blast

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

### **Email and SMS Text Marketing:**

#### **EMAIL Geo-Target Marketing**

If you need to hire a lot of people quickly with multiple job openings, announce a career fair or target very difficult to reach candidates our targeted emails can be sent as plain text or a graphical (HTML) with no difference in price.

Our pricing is totally based upon the quantity of candidates to which we deliver the emails: Through our career sites and network partners Accounting Jobs Today has access to tens of millions of candidates nationwide. From college students to recent graduate to seasoned professionals in accounting and finance, our list is **double opt-in** -- the highest standard in the industry -- as the candidates must affirmatively request to be on the list and then must affirmatively confirm their subscription request by responding to our follow-up email. We have up to 700 fields of data per candidate so we can target them based upon any combination of fields such as experience, geography (right down to the zip), school, year in school, years since graduation, GPA, major, degree, income, etc.

- 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:** The cost for a follow-up email is 50 percent of the cost of the initial email if the creative and targeting are identical. The follow-up email must be purchased prior to the deployment of the initial email.

#### **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.

Pricing for SMS text message:

- 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** (\*Ad agencies-Please note that these prices are Net)

<b>HOME PAGE FEATURED COMPANY</b>	<b>Cost</b>
	\$500/month
<b>HOME PAGE LEARN SECTION BANNER</b>	
225x225 banner placement & write up	\$2,000/month
<b>CPA REVIEW DIRECTORY</b>	
Featured Company Listing (Includes: Logo, 2 links, above blue line (A>Z) placement, company description)	\$200/month
<b>CHANNEL SPONSORSHIP</b>	
Resources Center Sponsorship	\$750/month
Education Center Sponsorship	\$750/month
Marketplace Sponsorship	\$500/month
Career Center Sponsorship	\$500/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.

OR

Custom hosted page, product description and link navigation to page (details TBD).



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## Social Media Marketing:

### MYACCOUNTINGLIFE SPONSORSHIP-SOCIAL MEDIA

[www.MyAccountingLife.com](http://www.MyAccountingLife.com)

125x125 Ad Placement	1-month	\$250
	3-months	\$600
	6-months	\$1,050
	12-months	\$1,950

- 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>

### Partner Packages:

We can custom tailor a Partner Package to meet your needs.

Please call to discuss 800-215-7484.

Ad Agencies all above pricing is Net.