

**.Jobs**

**MEDIA  
KIT  
2019**

**Attract a high quality audience  
using the .Jobs Universe.**



# ADVERTISING WITH .JOBS

.Jobs is a top level domain and publisher focused on serving job seekers and hiring professionals. We own and operate over **25,000** websites.

With a highly qualified audience of job seekers, hiring professionals, and organization decision makers, .Jobs is useful to individuals and companies.

# OUR REACH

## WEB



**800k** Monthly Pageviews



**8k** New Resumes Monthly



**500k** Monthly Users

## SOCIAL



**22k** Twitter Followers



**2k** Facebook Followers



**230k** Push Notification Recipients

## EMAIL



**35k+** Newsletter Subscribers



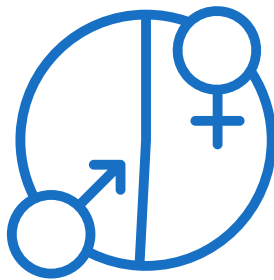
**30k+** Monthly Job Alert Emails

# DEMOGRAPHIC INSIGHTS

## GENDER

WOMEN: **51%**

MEN: **49%**



## AGE



18-24: **18%**

25-34: **37%**

35-44: **19%**

Other: **26%**

## DEVICE



DESKTOP: **40%**

MOBILE: **60%**

## LOCATION



UNITED STATES: **86%**

OTHER: **14%**

# WEB RATES

## TAKEOVERS

### Network Site

Home Page Takeover:  
**\$5,000** /month

Search Page Takeover:  
**\$2,000** /week

### US.JOBS

Home Page Takeover:  
**\$10,000** /month

Search Page Takeover:  
**\$4,000** /week

### .Jobs Universe

Home Page Takeover:  
**Call for pricing**

Search Page Takeover:  
**Call for pricing**

## CAMPAIGNS

### Run of Site

**\$5.00** CPM

### Targeted

**\$10.00** CPM



# SOCIAL RATES

## PAGE TAKEOVER

### Twitter

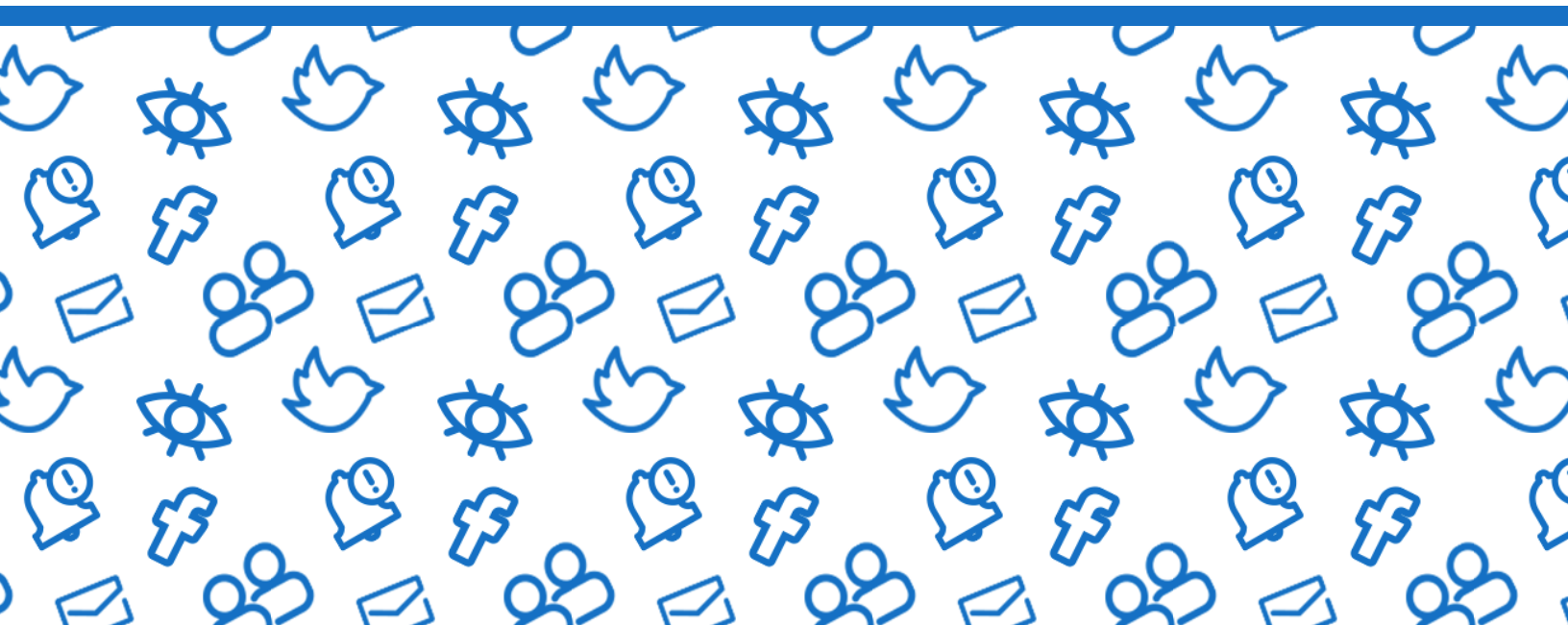
**Brand Package**  
**\$1,000** /month

Includes Banner, Weekly  
Branded Tweets, Branded  
Content Share

### Facebook

**Brand Package**  
**\$2,000** /month

Includes Banner, Weekly  
Branded Tweets, Branded  
Content Share



# EMAIL RATES

.Jobs email newsletters and email job alerts deliver essential, trustworthy content into the hands of job seekers and company influencers. With a newsletter / email alert sponsorship, your brand will be at the forefront of our eager and active career focused audience.

## Newsletter

Released Monthly

50% Share of Voice:

**\$30** CPM

100% Share of Voice:

**\$25** CPM

## Daily Job Alerts

Sold in 4 week packages

50% Share of Voice

**\$5** CPM (120,000 impressions)

100% Share of Voice

**\$4** CPM (240,000 impressions)



# OTHER OPTIONS



## Push Notifications

Total Subscriber Reach:

**\$18** CPM

Targeted Subscriber Reach:

**\$2,000** /week



## Resume Sponsorship

100% Share of Voice:

**\$3,000** /month



## Custom Content Rates

500 Words: **\$1,200**

1,000 Words: **\$2,200**

\*distribution services separate fee