

Recruitment

College, Multicultural, Military

Market Place Media offers the most extensive research, services and media vehicles to meet the fast-paced marketing needs of recruitment advertisers.

The MPM Advantage

- The widest selection of the most sought after markets
- Extensive research services to hone in on your target candidates
- More media vehicles available to reach your recruitment candidates
- A recruitment department staffed with specialists trained on the unique needs of recruitment advertisers
- Up to the minute data accuracy
- Two to 48 hour turnaround of information
- An unmatched reputation for service
- 24 hour access to publication information online with our exclusive Media Analysis Tool at www.marketmedia.com

Services

- Free Research
- Integrated promotional planning
- Strategic recommendations
- In-house graphics production
- Media placement
- Events and promotions
- Market advertising directories
- One order/One bill
- On-line Media Analysis Tool at www.marketmedia.com



Market Place Media®

The Media and Promotions Solution for Reaching Specialized Markets

www.marketmedia.com

corporate headquarters

26 Castilian Drive • Santa Barbara, CA 93117
P (805) 968-8000 F (805) 968-8003

central region

71760 Brookwood Drive • West Chicago, IL 60185
P (630) 820-1770 F (630) 820-2114

northeast region

70 West 36th Street, Suite 1201 • New York, NY 10018
P (212) 751-7030 F (212) 751-6440

College Market 15 million candidates

Research Conferred degree reports, career fair listings

Newspapers 2000+ college publications, graduate publications, alternative newsweeklies

Internet Advertising Web postings on recruitment sites, college newspaper sites, as well as banner advertising on our exclusive site allcampus.com

Targeted Radio & Spot TV On-campus tie-ins and promotions

Out of Home Flying, distribution, wild posting, AdStands, billboards, bus stops, transit shelters, on- and off- campus support

Events & Promotions Customized events, job fairs, tabling

Multicultural Market 80 million candidates

Research Multicultural college candidates, Historically Black Colleges and Universities, United Negro College Fund Schools, Hispanic Association of Colleges and Universities

Newspapers 800+ African American, Hispanic, Asian, HBCU and HACU publications

Internet Advertising Web postings on recruitment and newspaper sites

Targeted Radio & Spot TV Experts in locating the key stations to reach your target candidates

Out-of-Home Flying, distribution, wild postings, billboards, subways, transit shelters, bus stops

Events & Promotions Custom events, tabling, cultural events, festivals, on HBCU and HACU campuses and in local communities

Military Market 8 million candidates

Research Department of Defense, active duty, base demographics, specialty information, career fairs, health care, engineering and technical positions

Newspapers 250 military publications

Internet Advertising Web postings on recruitment and newspaper sites, as well as banner advertising on our exclusive site armedforces.com

Targeted Radio NEXCOM and AAFES in-store radio

Out-of-Home Billboards and AdStands on and around military installations, direct mail

Events & Promotions Air shows, sports events, custom events, tabling, carnivals and festivals