



MPN EMPLOYER & LARGE ENTITY OFFERINGS & SOLUTIONS

Proven Multicultural Recruiting, Marketing, Advertising, Event Planning & Training Solutions ([Online](#), [e-Marketing](#), [Offline](#))

Determine Your Goals then Let us Drive Results for Your Plan!

Several Good Reasons to Choose MPN's Multicultural Services

- Highly Diverse, Highly Skilled Audience
- Recruit Top Diverse Candidates
- Reach a Broad Variety of Disciplines
- Audience in ALL states and 50 countries
- Reach Active and Passive Candidates
- Web Site and e-Newsletter Advertising
- Complimentary Job Alerts to Users
- Reasonable and Flexible Rates
- Event Planning, Marketing & Support
- Event Registration & Reporting
- Quick and Easy Job Posting Process
- Employer Resume Search Capability
- Multiple Partnership Packages/Options
- Targeted Recruitment Services
- Education, Training & Development
- Diversity Strategy & Consultation Svcs.
- Multicultural Marketing & Advertising
- Additional Exposure for Job Listings via Complimentary e-Newsletter Inclusion
- Enhanced Advertising Graphical Company Profiles and Display Ads
- Full Spectrum of Career, Economic, Lifestyle and Networking™ Offerings
- Robust Content/Features Attract Passive Job Seekers to Job Postings/Ads
- Proven Results! Services Purchased by thousands of clients and advertisers
- Viable Source of Top Talent™ for Diversity Focused Employers **since 1998**



For more information, contact:
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 Atlanta, GA 30308-5539

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Toll Free: (888) 676-6389

E-mail: Support@MPNmail.com

Primary Web Sites:

www.MPNsite.com

www.mpnDiversityJobs.com

www.MinorityProfessionalNetwork.com



SAMPLE CLIENTS AND ADVERTISERS (PARTIAL LIST)

Corporate		Government	Nonprofit / Other	Academia
• AARP	• JWT	• Bonneville Pwr Admin	• ACLU	• Broward College
• AFLAC	• KPMG	• California PUC (CPUC)	• Alzheimer's Assoc.	• Carnegie Mellon Univ.
• A.G. Edwards	• Manpower	• Chicago Public Schools	• Assoc. of Gov. Boards	• Columbia University
• AIG	• MassMutual	• CIA	• American Cancer Society	• Cuyahoga CC
• Alcon Labs	• Merck	• City of Co. Springs	• Big Brothers of Mass. Bay	• Miami Univ. (OH)
• Allstate	• MetLife	• City of Madison (WI)	• CARE USA	• Michigan State University
• American Expr.	• Microsoft	• City of Portland (OR)	• Congressional Black Cauc.	• Northern Arizona Univ.
• AT&T Wireless	• Philip Morris	• City of Tacoma	• CPUC	• Ohio University
• AutoTrader.com	• Prudential	• Clayton County (GA)	• DCCC	• Prescott College
• Avon	• PwC	• Congressional Budget Office (CBO)	• Hispanic Alliance (HACE)	• Seattle University
• BASF	• RR Donnelley	• FBI	• Hispanic Business Mag.	• Texas A&M Univ.
• BellSouth	• Sears	• Federal Reserve Bank	• Immigration Equality	• The University of Chicago
• Bernard Hodes	• Siemens	• Missouri DoC (MDC)	• MBAiversity.org	• Univ of AL at Birmingham
• Boston Market	• Sodexo	• Multnomah Cty (OR)	• Minority Chamber-Miami	• University of Connecticut
• BP	• Spherion	• NASA	• National Black MBA Assoc	• University of Georgia
• Brinker Int'l	• Starbucks	• USDA	• National Sales Network	• University of Hartford
• Burger King	• Target	• U.S. Customs & Border Protection	• Planned Parenthood	• University of Houston
• Comcast	• Time Warner	• U.S. Foodservice	• Profs. for Nonprofits	• University of Illinois
• Ernst & Young	• TMP	• U.S. Dept. of Energy	• Rural Commun. Asst Corp	• Univ. of Illinois at Chicago
• Family Dollar	• Toyota	• U.S. Dept. of State	• SEIU Local 1000	• University of Iowa
• Federal Express	• Tropicana	• U.S. Dept. of Homeland Security	• Texas Business Alliance	• Univ. of Nevada at Reno
• Georgia-Pacific	• Turner	• U.S. Small Business Administration (SBA)	• The Graduates Club	• University of Nevada School of Medicine
• Hewitt Assoc.	• Tyson Foods	• Virginia D.O.T.	• United Church of Christ	• Univ. of North Florida
• Honda Mfg.	• Verizon	• Virginia HCDC	• United Way	• University of Tennessee
• Intel	• Wachovia		• U.S. Golf Association	• University of Wisconsin
• J&J	• Walgreen's		• U.S. Olympic Committee	• Utah State University
• Johnson Ctrl.	• Xerox		• YouthBuild USA	

CLIENT RECRUITING EVENTS PLANNED & SUPPORTED BY MPN

Sep 2008 – Coral Gables, FL



Sep 2008 – Coral Gables, FL



Sep 2008 – Coral Gables, FL



Sep 2008 – Coral Gables, FL



May 2008 – New York, NY



May 2008 – New York, NY



May 2008 – New York, NY



Oct 2007 – Detroit, MI



Oct 2007 – Detroit, MI



Oct 2007 – Detroit, MI



Feb 2007 – Raleigh, NC



Feb 2007 – Raleigh, NC



Sep 2006 – Atlanta, GA



Feb 2006 – Miami, FL



Feb 2006 – Miami, FL



Feb 2006 – San Antonio, TX



Oct 2005 – San Diego, CA



Sep 2005 – Anaheim, CA



Mar 2005 – Los Angeles, CA



Mar 2005 – Houston, TX



MPN OVERVIEW & CAPABILITIES

Summary Demographics and Standard Online, E-marketing & Offline Services (Employer/Large Entity-focused)



OFFLINE SERVICES & SOLUTIONS

Event Planning, Marketing, Registration or Support Svcs.

Recruiting/Career, Diversity, Supplier Diversity, Community, Business, Networking, Social, Economic, Lifestyle, and Related Outreach Events

- MPN Event Services Overview - www.MPNsite.com/mktg/Event-Overview.pdf
 - Comparative chart of **ALL** MPN standard event services
- Sample MPN Event Photos - www.MPNsite.com/mktg/Event-Photos.pdf
- Turnkey Event Planning Svcs. - www.MPNsite.com/mktg/Event-Planning.pdf
 - Bundled Fee, Turnout Guarantee, Venue & F&B **Included**
- Marketing and Turnout Svcs. - www.MPNsite.com/mktg/Event-Marketing.pdf
 - Bundled Fee, Turnout Guarantee, Venue & F&B **NOT** Included
- Registration and Support Svcs. - www.MPNsite.com/mktg/Event-Support.pdf
 - Bundled Fee, **NO** Turnout Guarantee, Venue & F&B **NOT** Included

MPN Training and Development Services

Speakers, Trainers, Courses, Workshops, Seminars, Presentations

Frequently requested topics or themes include:

- Career, Economic, Lifestyle, Networking, Mentoring, Diversity ...
- Culture / Ethnicity, Marketing, Branding, Leadership ...
- Entrepreneurship, Business, Strategy, etc.

MPN Training Services Overview - www.MPNsite.com/mktg/Training-Overview.pdf

- Summary overview of standard training topics and themes
- [Call or e-mail to detail requirements and receive a custom quote](#)

Consulting & Professional Services

- Strategic Business Planning and Coaching
- Diversity and Multicultural Outreach Strategy and Consulting Services
- Business Services
- Technology Services
 - [Call or e-mail to detail requirements and receive a custom quote](#)

Offline Recruiting & Resume Generation Services

- Contingency Recruiting
- Retained Search
- Candidate Referrals
 - [Call or e-mail to detail requirements and receive a custom quote](#)

MPN CUSTOM INTEGRATED PARTNERSHIP PACKAGES

- Bundled Online, e-Marketing, and Offline offerings and services
 - [Call or e-mail to detail requirements and receive a custom quote](#)

About MPN:

- “Value Network” Launched in 1998, Web Site Provides Value for All Races, Ethnicities and Genders
- The Global Career, Economic, Lifestyle & Networking Connection™ for Progressive Professionals
- Multicultural Recruiting, Marketing, Advertising, Event Planning & Training Solutions
- A Viable Source of Top Talent™ for Multicultural & Diversity-Focused Employers
- Millions of Users and Hundreds of Thousands of e-Subscribers from all 50 U.S. States and over 50 International Countries.

Our U.S. Audience includes:

- African Americans (Blacks), Arab Americans, Asian Americans, Caribbean Americans, European Americans (Whites), Jewish Americans, Hispanic Americans (Latinos), Native Americans (Indians), Pacific Islanders
- Women of ALL races, cultures and ethnicities
- Various other cultures, races and ethnicities.

Our **Global Audience** also includes persons of African, Arab, Asian, Australian, Canadian, Caribbean, European, Jewish, Latin, Pacific, Russian, etc. Ancestry or Descent.

Traffic and Demographic Summary:

- **Millions** of Website Users and e-Subscribers from ALL U.S. states and 50 other countries
- **Millions of Unique Visitors** per Year (Hundreds of thousands per month)
- **Tens of Million of Hits** per Year (Millions per month)
- **Millions of Page Views** per Year (Hundreds of thousands per month)
- **Hundreds of Thousands of Subscribers** to MPN's Various Free e-Newsletters and Services
 - 93% Have Earned Post-Secondary Degrees
 - 84% Have Earned a Bachelor Degree or Higher
 - 42% Have Earned Graduate Degrees
 - 34% Have Annual Household Incomes of \$76K
 - Over 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 – 55

ONLINE & E-MARKETING

Online Recruiting & Sourcing Solutions

Recruiting and Sourcing Solutions - Job Postings, Resume Browsing, Company Profiles, Applicant Tracking, Resume Alerts, etc.

- MPN Diversity Job Board Site - www.mpnDiversityJobs.com
- Standard Rates & Fees - www.mpnDiversityJobs.com/rates.pdf
- Clients & Advertisers - www.mpnDiversityJobs.com/clients.pdf

Other Web-based Advertising Services

Web-based Recruiting, Branding, Education, Awareness & Related Outreach Campaigns

- **Featured** Video & Graphical Display Ads - www.mpnDiversityJobs.com/rates.pdf or www.MPNsite.com/advertise/display.htm
- **Featured** Online Calendar / Career Fair Listings - www.MPNsite.com/advertise/calendar.htm
- “Free” Online Calendar / Career Fair Listings - www.MPNsite.com/calpost.asp
- “Free” News & Press Release Listings - www.MPNsite.com/contentpost.asp

E-marketing Services

E-mail Marketing Recruiting, Branding, Education, Awareness & Related Outreach Campaigns

- E-Newsletter Display Ads - www.MPNsite.com/advertise/enewsletter.htm
- Dedicated (Solo) E-Blast Display Ad Campaigns - www.MPNsite.com/advertise/eblast.htm

Quick Reference Links

- Demographics & Employer Solutions Overview - www.mpnDiversityJobs.com/employers.pdf
- About MPN - www.mpnDiversityJobs.com/about/