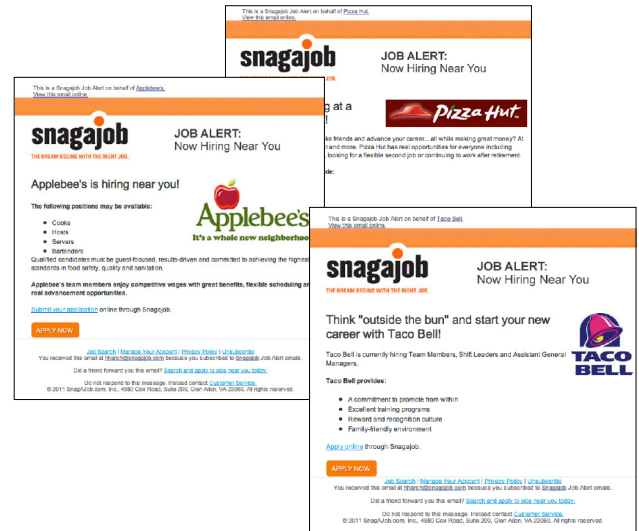# EMAIL ALERTS

SNAGAJOB RECRUITMENT ADVERTISING AGENCY KIT

Reach job seekers who may not be actively engaged in a job search by promoting client job opportunities directly to their email inbox. Email Alerts may highlight a client brand or specific positions, and are sent to job seekers within a 20-mile radius of job postings live on Snagajob. Recipients can also be targeted based on desired skillset. Engaged users may be directed to your clients' Snagajob Company Profile Page or, for an additional cost, they can skip this intermediate step and be brought directly to your career site.

RATES

QUANTITY	RATE PER EMAIL ON SITE	RATE PER EMAIL OFF SITE
Less Than 5,000	**Flat Rate: $500**	**Flat Rate: $1,000**
5,001 - 99,999	**$0.10**	**$0.20**
100,000 - 249,999	**$0.07**	**$0.14**
250,000 - 499,999	**$0.05**	**$0.10**
500,000 +	**$0.03**	**$0.06**

*Total emails sent to unique registered job seekers at once.

SPECIFICATIONS

Dimensions:
Creative must not exceed 600px wide.
There is no explicit limit on height.

Code:
Client provides all HTML and images to Snagajob (CSS is discouraged).
Email client testing is the responsibility of the client.
Snagajob may modify client code when necessary.

Image file types:
All images must be JPG, GIF or PNG.
All images should be optimized for the web.
The Snagajob standard header and footer will be added to the client-provided creative.
Please do not add your own unsubscribe links.
No animation or sound is allowed.

Copyright:
When a client provides copyrighted material (logos, photos, graphics, etc.), legal consent to use these graphics is implied.

Tracking Tags:
Client provides tracking tags and is responsible for functional approval prior to drop.

Timeline:
All assets, and tracking confirmations, are due 7 business days prior to drop date.

EMAIL PURCHASE PROCESS

Step One: Contact Snagajob for an email account request
- Please provide the following: Zip Code, distance of focus around the zip code, and job description to confirm our audience.
- Please note the on-site or off-site emails
  - On-site emails direct back to a snagajob posting
  - Off-site emails direct directly into the client application process

Step Two: Snagajob will provide a total count and rate based on your request
- Rates are noted above in Gross format

Step Three:
- Snagajob must have total asset delivery seven (7) business days prior to target email drop date.

Mandatory Assets:
- Insertion Order
- Company Logo
- Company Overview Content – About Us for your client
- Application Delivery (ATS link or email address)
- Tracking Tags (if applicable)

snagajob

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