

## Quick Reference Guide

### Auto Talent Reach™

**MAXIMUM EXPOSURE \* MORE QUALIFIED APPLICANTS \* MUCH LESS EFFORT**

Auto Talent Reach™ is an upgrade to a standard online job posting. The ATR is the most effective method your auto employers can use to reach and connect with qualified automotive talent. It is designed to generate more qualified applicants with much less effort through a combination of extensive reach and sophisticated matching technology.

Auto Talent Reach is much more than just an online posting; it solves the challenge of finding the best talent across many different sites by getting the auto employer's ad(s) to the right candidate at right time with:

1. **Job Network** distribution which is comprised of over 1,000 job sites reaching more than 37 Million monthly Job Seekers. This vast distribution means that employers no longer have to post on multiple sites which can be very costly.
2. Access to additional candidates through **matching resumes** from the CareersinAuto vast **resume database**. Since resumes are matched in real-time based on job requirements, the need for time-consuming keyword searching is eliminated, and only qualified job seekers are matched and presented in ranked order, saving the auto employer's valuable time.
3. Access to additional candidates through **an integration with LinkedIn** that provides real-time matches to LinkedIn profiles (again, no additional search is required, saving time and presenting qualified candidates)
4. **Ad Optimization (ad-level SEO)** helps get the auto employer's ad to the top of the search-results on aggregator sites and search engines, and **pay-per-click ad campaigns** distributed the ad to relevant paid sites. Our technology campaign manager automatically makes adjustments to campaign strategies and adds optimization keywords based on historical performance data on an ongoing basis during the duration of the ad to produce optimal results.

**All this is included for one low price!**

Advertisers typically experience an uplift from a standard online job postings ranging from 50-100% in regards to ad views with Auto Talent Reach, and real-time matching helps yield many more qualified applicants.

#### How it Works:

- An online Job Posting is placed on CareersinAuto.com with the Auto Talent Reach™
- The system automatically optimizes the ad for SEO and pay-per-click ad campaigns
- The ad is distributed to relevant sites among over 1,000 job sites in the network:

- **600+ additional job sites**, including regional and national job sites.
- **20+ Job aggregators and national search engines:** Indeed, SimplyHired, Juju, TopUSAJobs, job.com, CareerJet, and more
- **Hundreds of local media and vertical sites:** Newspaper/ media sites that are members of TheJobNetwork
- **Specialty sites:** RetiredStars.com, Diversityjobs.com and more



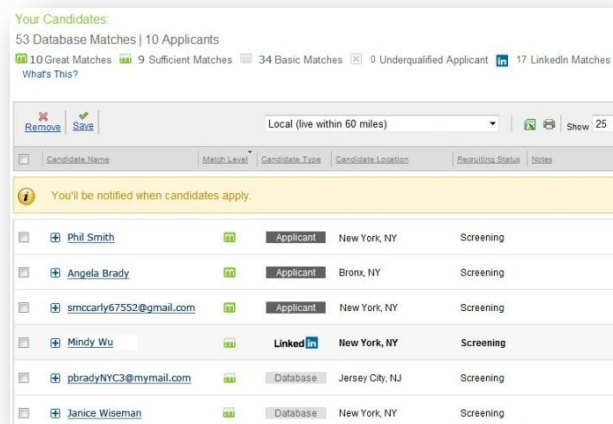
***New sites are added all the time.***



- Registered users on CareersinAuto that match the job requirements are notified via a match alert email or on their mobile device and are invited to apply
- Qualified resume database matches (sometimes referred to as passive job seekers) are delivered real-time to the advertiser’s online account, screened, graded and ranked based on match level.
- If the auto employer has activated their LinkedIn account from their advertiser online account, LinkedIn user profile matches will also appear, ranked based on match level.
- Advertisers can “invite” desired database matches and LinkedIn matches to apply

### **Access to Applicants and Passive Job Seekers in the Advertiser Account:**

The auto employer has easy access to applicants, resume database matches and LinkedIn matches from their online advertiser account. They can even view ad performance statistics and a list of which sites in Network generated ad views.



*Advertiser Online Account*

**Features at a Glance Compared to a regular online posting:**

Features	Regular Posting	Auto Talent Reach
Job posted on newspaper's job site	✓	✓
Job posted on CareersinAuto's hundreds of member sites hundreds of local and vertical sites	✗	✓
Jobs posted on Diversity job sites	✗	✓
Ad-level Search Engine Optimization (SEO) for higher search- results ranking on aggregators and search engines	✗	✓
Pay-per-click ad campaign distribution on hundreds of paid sites	✗	✓
Access to resume database matches	✗	✓
Access to LinkedIn user profile matches	✗	✓
Resumes screened, graded & ranked, based on job requirements	✓	✓
Applicant Tracking System	✓	✓

**The Sales Pitch!**

Auto Talent Reach™ enables you to find the more qualified automotive job seekers in less time for much less money, compared to any other online recruitment advertising solution.

**Make sure you reach all qualified candidates!**

Many of our advertisers feel that it is worth paying a little more for their job ad, just to make sure they end up hiring the best candidate. Having a large variety of qualified candidates to choose from is vital. Our software will screen and grade candidates for you, eliminating wasted time spent reading the resumes of unqualified applicants. Without our targeted ad distribution, database matches and additional paid pay-per-click ad campaigns, you may be missing the best person for the job.