

# Media Kit

Online Job Placement  
and Advertising

Tax-Talent.com

2205 Middle Street, Suite 207

Sullivan's Island, SC 29482

V: 918.451.3360 F: 425.732.1882

Email: [john@tax-talent.com](mailto:john@tax-talent.com)

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## **Summary**

Tax-Talent.com is a content-driven, career-oriented niche website with a highly targeted audience of tax accountants, tax attorneys and other professionals active in the area of corporate and individual taxation.

The site has over 5,500 registered members, and is increasing its membership at a rate of some 500 per month.

Members have access to a variety of services, including a **Job Board**, **Career Forum**, a Salary Comparison, a Mentor Program, a Diversity Forum, and a **Tax Training Events database**. Members may, if they choose, receive emails notifying them of employment positions and training events that match their criteria.

The site is an attractive medium for:

- Recruitment advertising for tax professionals and their spouses;
- Goods and services aimed at a high-end demographic.

Advertising is available through:

- Job postings to our targeted job board;
- Banners and buttons on specific pages;
- Notification emails to members.

Exposure includes:

- Top three pay-per-click search engine placement for tax key words;
- “Powered By” job boards on TaxSites.com and TaxJobs.com;
- Print media exposure in top three tax publications.

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## ***Demographics:***

Gender:	Male:	68%
	Female:	32%
Average Household Income:	\$100,000+	
	Range is from \$40,000 to \$1million +	
Occupational Category:	Professional/Managerial	65%
	Business Owner/Partner	5%
	Staff Level Professionals	30%

Members range from staff to VPs at *Fortune 500* companies, partners in law and accounting firms, owners of consulting businesses and government taxing authorities at all levels.

Educational Level:	Graduate School Degree	63%
	Industry certifications	55%

Geography: All US states, with concentrations in larger metropolitan areas

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## **Site Traffic:**

URL:	<a href="http://www.tax-talent.com/">http://www.tax-talent.com/</a>
Launch:	February 2001
Registered Members:	5,518 (at 1/2/02)
Hits/month:	44,397 average page views/month (Aug. – Dec. 2001)
Unique Visitors:	6,996 average unique visitors/month (Sept. – Dec. 2001)
Average Length of Stay:	6:58 per visit
Page views/visit:	7.8 per visit
Auditing method:	Web Trends Live

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## ***Rate Card***

### **Job Board**

#### **Premium Job Posting**

All Basic Job Posting *plus*:

- Customized Job Ad;
- Highlighted, scrolling teaser;
- Monitored posting response rate and recommendations for increasing traffic/responses.

**60 Days:                    \$500**

#### **Basic Job Posting**

- Single Location/City;
- Client's Job Description;
- On-line access to Job Ad statistics 24/7;
- Email alert to all Members whose profile matches client job.

**60 Days:                    \$199**

### **Advertising**

Charging method:                    Flat Rate Monthly

Banner Size:                            Full Top: 468x60 pixels (maximum file size 15KB)

Half Side: 125x125 pixels (maximum file size 12KB)

Micro Side: 120x40 pixels (maximum file size 10KB)

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**Banner Rate/Month:**

<b>Member Page</b>	<b>Exclusive (client ad only)</b>			<b>Shared (client ad is 1 of 4 rotated)</b>		
	<b>Full Top</b>	<b>Half Side</b>	<b>Micro Side</b>	<b>Full Top</b>	<b>Half Side</b>	<b>Micro Side</b>
Salary Comparative	4000	2250	1280	1200	700	400
Job Board	4000	2250	1280	1200	700	400
Career Forum	4000	2250	1280	1200	700	400
Diversity Forum	4000	2250	1280	1200	700	400
Tax Training Events	4000	2250	1280	1200	700	400
Tax Pro Links	2750	1500	800	800	475	250
Relocation Links	2750	1500	800	800	475	250
Graduate Tax Programs	2750	1500	800	800	475	250
Employers Section	2750	1500	800	800	475	250

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## Home Pages Rate/Month

Page	Exclusive (client ad only)			Shared (client ad is 1 of 4 rotated)		
Member Home Page	2750	1500	800	800	475	250
Visitor Home Page	2750	1500	800	800	475	250
Tour Pages	2750	1500	800	800	475	250

## Run of Site

Banners ads rotate as users access any given page.

**Full Top Banner** \$500/month

**Half Side Square** \$275/month

**Micro Side Rectangle** \$175/month

**Agency Discount (all placements):** 15%

## Further Information:

John O'Neill

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