



Welcome to the 2017 JobsinPods Media Kit.

JobsinPods is a powerful **mobile-first** social recruiting platform where real employers advertise their jobs and how to get them. **Job advertising, employer branding, and employee recognition** — all on one platform.

- We record audio interviews with **real employees** focused on current job openings, employer branding, fit, and culture.
- JobsinPods is first and foremost, a podcast -- we call them **jobcasts**.
- Jobcasts are professionally produced using standard mp3 media files.
- JobsinPods.com is a highly customized Wordpress blog. “Feature pages” are created for each jobcast, including links to the employer’s career portals, social media pages, etc.
- JobsinPods is **permission marketing**: Those listening to your jobcast *choose* to do so.

Our **Media Kit** begins with a brief **Synopsis** of JobsinPods, including rates. The full Media Kit includes a detailed description of our service, current industry research, and statistics related to mobile use and podcast adoption. It includes a more detailed explanation of JobsinPods, discounts available, jobcast packages, and additional services we offer.

JobsinPods Synopsis

JobsinPods.com is a unique, mobile-first recruitment marketing platform that brings jobs and podcasts together. The site advertises your jobs and employment brand through podcast interviews with hiring managers, executives, key employees and recruiters.

How does JobsinPods work?

Easy: Interviews are recorded over a landline phone or Skype. Each jobcast takes about 20 minutes to record, and, when edited, has a total running time (TRT) between 8-12 minutes. Topics range from a simple introduction to your company and culture, to specific jobs you’re trying to fill, or career paths you’re always hiring for.

Distribution:

You’ll find us on **JobsinPods.com, iTunes, Google Play, YouTube, SoundCloud, Stitcher Radio**, and many podcast aggregation sites.

- We aggressively promote our jobcasts on **Facebook, LinkedIn, YouTube, and Twitter**.



Who are the best employees for JobsinPods Interviews?

Executives, hiring managers and sales managers are very effective 'jobcasters'. Consider this: What potential job candidate interested in your organization wouldn't want to listen to a senior executive or manager describe the culture, qualifications, opportunities, personal traits and accomplishments they look for when interviewing candidates?

JobsinPods feature Real Employees. Real Voices. Authentic Conversations.

- Clients have told us candidates applying through JobsinPods are *consistently more qualified* than those through traditional job boards.
- We've also heard from clients that getting a hiring manager involved in a jobcast draws them into the search, making it easier for recruiters to get call-backs and schedule interviews.

Steps in Producing a JobsinPods Jobcast:

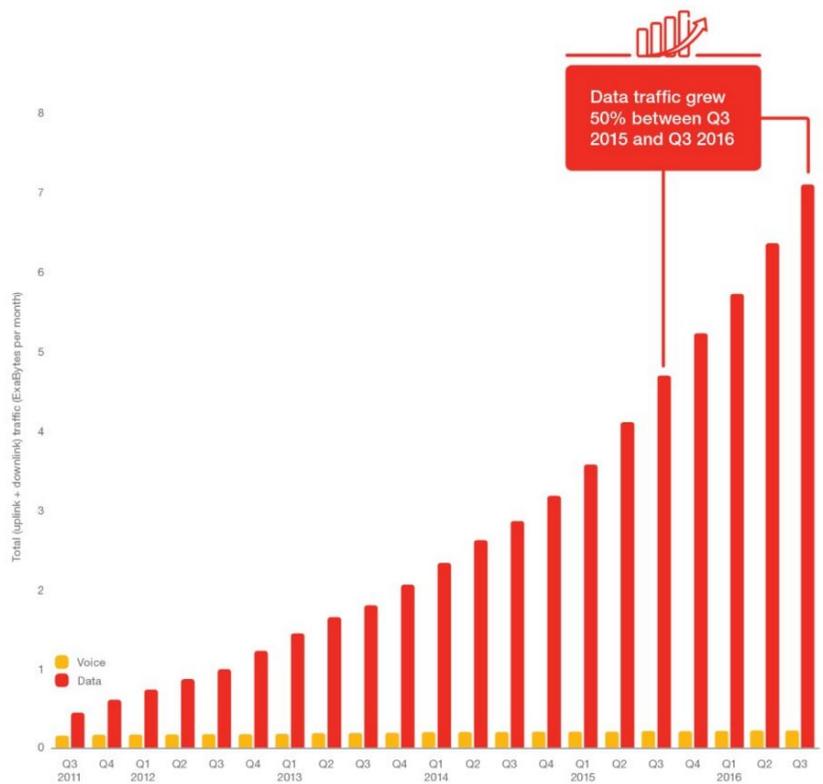
1. Once the topic, objective, and individual we're interviewing is chosen, we will work with you to develop a script and talking points.
2. For creating the Feature Page on jobsinpods.com we will need a headshot of the employee interviewed.
3. Links to your career portal, social media sites, videos, and other content are included on your Feature Page (See <http://wp.me/pct7A-Nx>)
4. We make **graphics** sized for use on JobsinPods, Twitter, Facebook, and YouTube.
5. Interview Recording: See above. Employee should be in a quiet environment, away from distractions.
6. Editing and conversion of the original recording is a straightforward process and normally takes no more than 24 hours.
7. You will receive a blind link to audition and approve your jobcast prior to release.
8. You will receive **all digital assets** for distribution on your own networks.

Cost:

- One jobcast is **\$379** and contains everything listed above. It will be published for one full year with the option of renewing for an additional year for only \$99.00
- **5 Jobcast** “Starter Kit” is \$1745. (Paid in advance, with Jobcasts produced within six months of purchase.)
- **10 Jobcast** “Pro Kit” is \$3490 (Paid in advance, with Jobcasts produced within one year of purchase.)
- We accept all major credit cards.

NOTE: We offer a “**YouTube Jobcast Plus**” option that involves using pictures, videos, and/or graphics you provide to enhance the production value of the YouTube video beyond a single billboard image. (See the full Media Kit for further information).

LinkedIn recently published a revealing article on who, amongst the LinkedIn community [Listens to Podcasts](#).



Source: Ericsson traffic measurements (Q3 2016) ¹ Traffic does not include DVB-H, Wi-Fi, or Mobile WIMAX. VoIP is included in data traffic

Data traffic grew 50% between Q3 2015 and Q3 2016. The growth in data traffic is being driven both by increased smartphone subscriptions and a continued increase in average data volume per subscription, fueled primarily by more viewing of video content. Source: Ericsson



JobsinPods Full Media Kit.

INTRODUCTION

JobsinPods is the cleverest way to advertise your jobs, promote your employment brand and recognize your star employees using our professionally produced and distributed Podcasts -- we call them **jobcasts**.

- Recruiting is Marketing!
- This is permission marketing. The person who listens to your podcast chooses to do so.
- Real Voices. Authentic conversations. Engaging **passive candidates**
- Attracting hard-to-reach **millennials**, generating **real** results.
- Jobcasts are easy to create and schedule.
- Recorded over a standard landline telephone or Skype.
- Professionally produced and edited in our recording studio.
- JobsinPods jobcasts will give your company and job opportunities a voice!

JobsinPods Clients receive 4 exclusive URLs with all of their jobcasts:

1. Your **Feature Page** on JobsinPods.com.
2. Direct link to the **audio mp3** file of the jobcast. All of our podcasts are hosted on a service designed specifically for podcasting, that automatically updates **iTunes, Google Play, Stitcher Radio** and other **podcatcher** services.
3. **SoundCloud** link: You can use SoundCloud to create embed codes to host your jobcast without leaving the web page the code is embedded.
4. **YouTube** link: Each jobcast is added to JobsinPods YouTube channel. You will receive an **mp4 file** to host on your YouTube Channels.

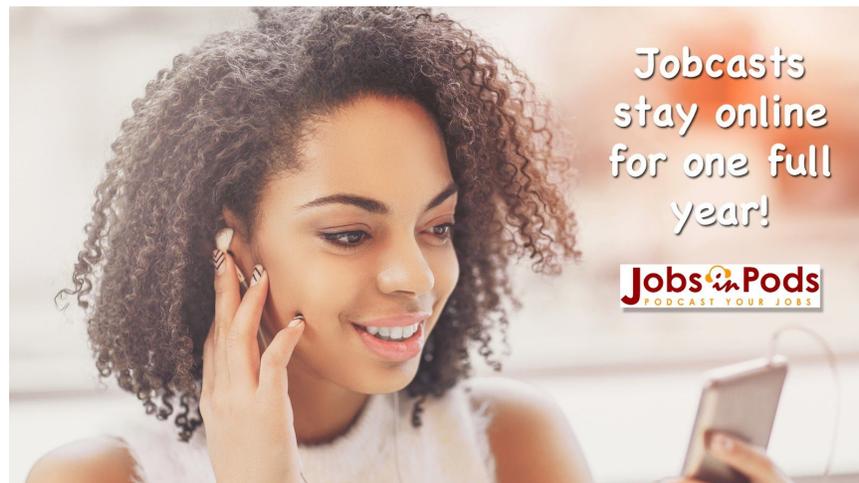
All of your **custom links** can easily be published on your agency or corporate career site and social media accounts. On most Job Boards, clients can link to their podcasts from within a job description (*i.e. Click here to listen to our EVP discussing this career opportunity*).

In addition to a powerful platform for promoting your current job openings and pipeline development, JobsinPods will help promote your employment brand across multiple social media platforms. JobsinPods has the added benefit of recognizing your best employees, by *featuring them in our jobcasts*.

JobsinPods: Job Advertising, Employment Branding, and Employee Recognition -- all on one savvy social recruiting platform!

Who listens to podcasts? [Nielsen Scarborough](#) found that “podcasting consumption is on the rise with the number of adults 18 and older listening to a podcast during the past month *doubling over the previous five years!*” (Survey report 5/23/16)

Jobcasts bring your **company**, your **culture**, and your **job opportunities** to life. Let’s face it, JobsinPods is far more *personal and engaging* than a posting your job req on a traditional mass market Job Board... with the added benefit of being **engaging** enough **passive candidates** and **millennials** will actually tune in – and listen to your jobcasts.



Targeting Your Jobcast

JobsinPods works best attracting qualified candidates in the following categories:

- Entry-level college grads
- College Recruiting - including internships and campus ambassador programs
- Sales Jobs, including Sales Trainee up to Sales Manager
- Technical Jobs
- Travel Industry Jobs
- Hospitality Industry Jobs
- Retail Jobs
- Customer Service Jobs, including Call Centers

Also...

- Employer Branding, “big picture” jobcasts featuring executives
- Veteran Recruiting Programs (Featuring your head of military recruiting)
- Corporate Social Responsibility (CSR) Programs
- ‘Trophy’ work environments, special perks, leadership programs

We're Going to State the Obvious:

JobsinPods **will not** find candidates for leadership roles generally filled by **executive search firms**: Anything with 'C' in it. EVP, VP, Director, or jobs requiring 10-15 years of experience. We do attract purple squirrels, but young ones, who like to code.

“Podcast audiences are devoted fans whose enthusiasm carries over to the companies that sponsor their favorite shows. That ‘halo-effect’ is impressive. It is no surprise that more and more brands are including podcast strategies as part of their marketing mix.”

Anna Bager, Senior Vice President and General Manager, Mobile and Video, IAB.

2017 JobsinPods Rates

Individual Jobcasts:

\$379 per episode.

- Includes Script development, recording, production, editing. Distribution on JobsinPods.com, iTunes, Google Play, SoundCloud, Stitcher Radio, and even YouTube! Automatic distribution to podcast aggregation sites. Promotion through LinkedIn, Twitter and Facebook, and [TotalPicture Radio](#).

‘Jobcast Plus’ Graphic YouTube Video:

\$299 per jobcast. (This is in addition to the jobcast production cost above).

- Here’s an awesome opportunity to take advantage of **YouTube** and other video platforms you might use.
 - Adding additional **pictures** and **graphics to your YouTube video** greatly adds to the production value, making it a far more engaging experience.
 - You provide the pictures and graphics and we do the rest!
 - Employee created smartphone pictures of people and work environments are perfect.
 - The standard YouTube video includes one custom designed billboard image.
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IMPORTANT!

We encourage all of our clients to utilize their social media platforms, career portals, and job board partners to promote their jobcasts. A number of our clients have created their own podcast pages as part of their career portals – an inexpensive and effective way to leverage your jobcast investment.



JobsinPods is a **GLOBAL** platform. We've produced jobcasts featuring senior executives, managers and line employees located in:

Argentina • Brazil • China • France • Germany • Hungary • Japan • Mexico • Poland • Russia • Sweden • United Kingdom.

"Powered in part by the ever-expanding proliferation of smartphones, digital audio behaviors such as listening to online radio and podcasts are achieving significant mass usage." Source: [Infinite Dial 2016](#)

JobsinPods Discount Packages

Starter Kit – 5 Jobcasts

- \$1745 for 5 Jobcasts (\$150 discount)
- YouTube 'Jobcast Plus' Production: \$250 each (\$245 discount)

Please Note: To qualify for the Starter Kit discount pricing, payment must be made in advance by credit card or check, and all 5 jobcasts produced and published within *six months of purchase*. YouTube production enhancement includes transcription service. We accept **all major credit cards**

Pro Kit – Buy 10 Jobcasts

- \$3490 for 10 (\$300 discount)
- YouTube 'Jobcast Plus' Production \$230 each (\$690 discount)

Please Note: To qualify for discount pricing, payment must be made in advance by credit card or check, and jobcasts produced and published within one year. YouTube production enhancement includes transcription service.



Podcast listeners often take action in direct response to hearing a sponsorship message or advertisement during a favorite podcast, including:

- Visiting a sponsor's web site (45%)
- Considering a new product or service (42%)
- Gathering more information about a product or company (37%)

Source: [IAB - Edison](#)

Additional Services to Enhance Your Jobcast!

Audio transcription service: \$10.00.

- A complete transcript of your jobcast is embedded into the MP3 audio file. Why? That means great SEO. Our transcripts are done by real people, not software. Transcripts can also speed-up approvals.

Social Media Ad Campaigns: (Minimum charge: **\$500**. Please enquire for details).

- We work with an independent agency to create compelling ads to promote your jobcast on **Facebook**, **LinkedIn**, and/or **Twitter**.

**USE PROMO CODE 2017 KIT TO RECEIVE A \$100 DISCOUNT ON YOUR FIRST
JOBCAST!**

Call 203.293.7003 or email peter@jobsinpods.com to schedule your first Jobcast today!
