

www.jobsinpods.com

Jobs in Pods
PODCAST YOUR JOBS

Jobs in Pods Media Kit & Pricing 2011

“The Only Podcast where real
employers, leading **recruiters**
and **staffing agencies** talk about
their **jobs**, and tell you
how to get them!”

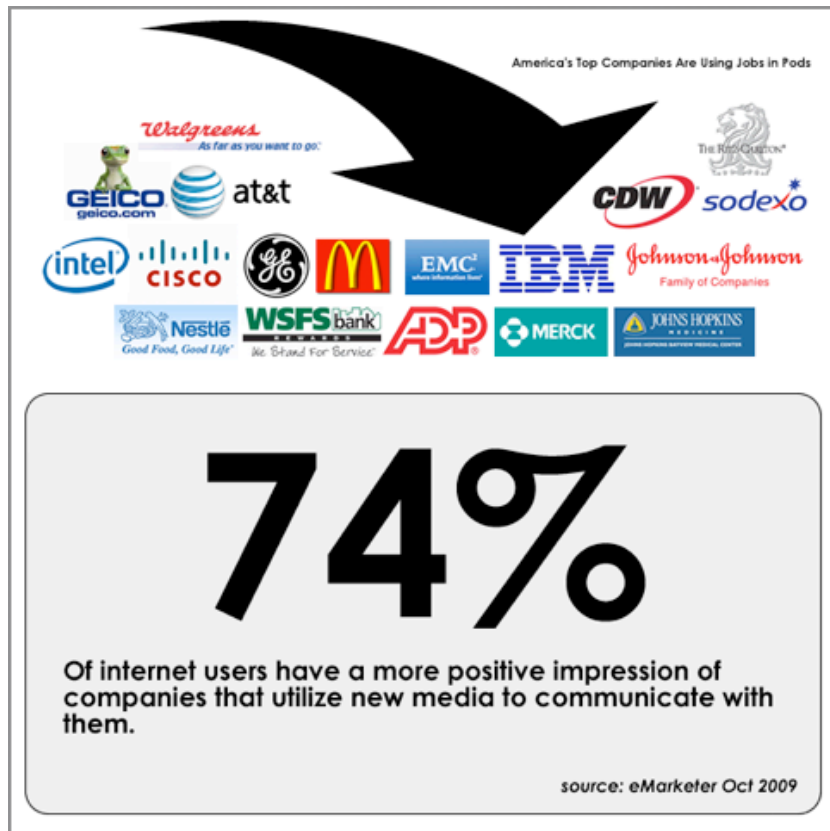
It's a Jobcast!

visit jobsinpods.com

Call 203.292.0012

email: peter@jobsinpods.com

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How Jobs in Pods Excels:

Employer Branding

Marketing hard-to-fill positions

Connecting with Tech Savvy
Passive Candidates

Leveraging **Social Networks**

Cross-promotion, using multiple high traffic platforms

A very long tail!



2011 Rates:

- ★ Individual jobcasts cost \$359 per episode. Includes script development, recording, production, editing, placement on JobsinPods.com, iTunes, podcast aggregation sites, and social media promotion through Facebook, LinkedIn and Twitter.

Jobcasts are easily scheduled, and are recorded using a **landline telephone**, or **Skype**. (Skype is recommended). We have a professional studio with broadcast quality recording equipment. Once an interview is recorded, it's edited using ProTools, and sent to the client for approval before it is published. As with any advertising or marketing program, frequency and repetition counts. This is a GLOBAL platform: We've done podcast interviews with clients located in China, Brazil, Russia, Sweden, Hungary, UK, Germany, and other countries.



➔ Additional Services to **Enhance** Your Jobcast!

- ★ **Audio Transcription:** \$26.00 per show. Your transcript is **embedded** in the mp3 audio file. Meaning great **SEO**. You will get a Word .doc of the transcript. This content can be very useful, especially if you maintain a blog. And, we use **real people**, not software for our transcripts - much more accurate. Translation service (Mandarin, Japanese, Spanish, Russian, etc.) is also available.
- ★ **YouTube Production:** \$69.00 per show. You're able to use the <embed tag> on **YouTube** to add the video to your website, career portal, or Facebook fan page.
- ★ We will send you an **mp4** file with your video. You're free to use and distribute the video wherever and whenever you like! Custom video formats are available. Please enquire.



Jobs in Pods **Discounts!**

➡ ***Starter Kit: Buy Three Jobcasts:**

- ✓ \$1000 for 3 (\$77 discount)
- ✓ Transcript: \$21 each (\$15 discount)
- ✓ YouTube Production: \$59 each (\$30 discount)

*To qualify for discount pricing, payment **must be made in advance**, and jobcasts produced and published within 3 months of payment.

You save \$122.00!

➡ ***Pro Kit: Buy Ten Jobcasts:**

- ✓ \$3330 for 10 (\$260 discount)
- ✓ Transcript: \$16 each (\$150 discount)
- ✓ YouTube Production: \$50 each (\$190 discount)

*To qualify for discount pricing, payment **must be made in advance**, and jobcasts produced and published within one year of payment.

You save \$600.00!



Terms and **large** print:

Payment by credit card (Amex, MC, Visa), PayPal or check.

The 3-Pack and 10-Pack Promotional packages must be **paid in advance.**

Time usage restrictions apply.

All “jobcasts” are hosted on **Jobs in Pods** for *one full year* from publication, and can be renewed for only **\$99** per year

- ★ All of your Jobs in Pods jobcasts, transcripts, and videos may be repurposed on client Web sites, career portals, YouTube, job postings, blogs, online ads, and social media sites **with no additional cost or restrictions!**

Metrics:

Jobs in Pods Jobcast media files are hosted on **Liberated Syndication** (Libsyn) a server platform designed and built specifically to host podcast files. Through Libsyn, we are able to provide you with very accurate stats and metrics regarding your jobcast; including number of downloads, online listens, geographic regions, MSAs and countries - US states of listeners, referral links, and more!

- ★ Call today for a free online demo of **Jobs in Pods!**

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Thanks for listening!