

the ROOT

online job advertising
2010 media kit

Editorial

The Root aims to be an unprecedented departure from traditional American journalism, raising the profile of black voices in mainstream media and engaging anyone interested in black culture around the world.



Images of the New York City Mosque Protests
Plans to build a mosque near the site of the Sept. 11 attacks in New York City have brought out demonstrators against and for the project. See the faces of the controversy.

Single-Minded: When the Weapon of Choice Is a Smart
There's something funny that happens to black girls on the way to puberty. More often than not, their smile is a casualty.

The Scandal: About More Than Bishop Eddie Long
Shifting sexual mores, racial attitudes and unresolved issues of gender and power are what really drive our fascination with the Georgia mega-church icon, says a professor of religion.

Total Unique Visitors (000) Trend

Website	Total Unique Visitors (000)	YOY % Change
THE ROOT.COM	1,607	+2,827.6 %
BLACKPLANET.COM*	1,548	-20.7 %
BLACKVOICES.COM	843	+0.0 %
THEGRID.COM	552	+360.8 %
BLACKAMERICAWEB.COM	341	+88.5 %

visibility & readership

The Root.com Monthly Metrics

page views: **5.16 million avg./mo.**
unique visitors: **1.6 million avg./mo.**

Social Media Subscribers

facebook: **10,000+**
twitter: **4,300+**
rss feed: **1,400+**
newsletters: **25,000+**

Demographic Highlights

49% hold a Graduate Degree
46% earn over \$75K
23% earn over \$100K
54% are in the 25-44 age group
57% are Married/Have a Partner
63% visit The Root.com at least once a week

Online Job Ads

Connect and gain visibility to passive candidates with the highly specialized skill sets you're seeking.



Online Job Advertising Options

Standard Job Posting

Harness the power of online job postings on TheRoot.com and pinpoint top candidates across multiple online mediums including: homepage placement, job alert emails, job board RSS and Twitter feeds.

Featured Job Posting

Access the same benefits as a standard posting, with higher placement and greater visibility.

Employer of the Week: Feature Box

Engage your audience and improve company recognition; the Employer of the Week Feature Box exposes job candidates to employer branding through a home page job ad.

NEW! Sponsored Post

Put your company and open positions in front of desirable candidates as they browse TheRoot.com. Sponsored Postings are employer-provided articles placed alongside The Root's editorial content. In addition to great online placement, Sponsored Posts are also featured in The Root's email job alerts, daily newsletter and robust social media network including Facebook, RSS and Twitter feed.

Job Postings

Job postings include homepage placement and inclusion in The Root job board email alerts, RSS and Twitter feeds.

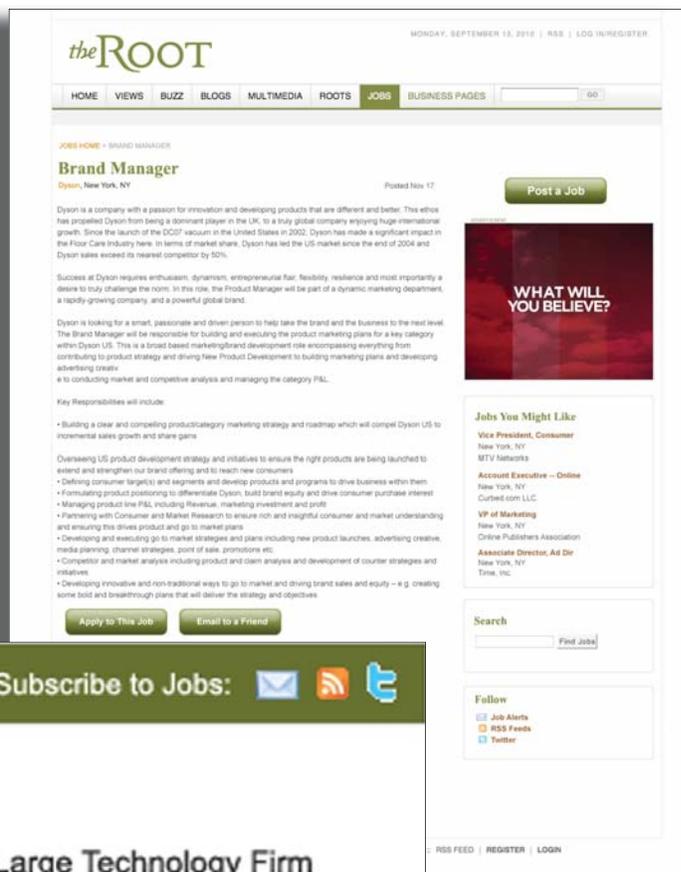


Standard Job Posting

Location: Bottom two slots in the TheRoot.com homepage module.
\$149 per post 30 -day post

Featured Posting

Location: Top slot in TheRoot.com homepage module & job board results.
Upgrade to a premium placement for an additional \$79 per post.



Posting valid for 1 year from purchase date. Volume Discounts Available.
Recruitment Ad Agencies: Gross pricing is listed.

Employer of the Week



The Employer of the Week Feature Box offers an opportunity to stand out as a leading minority employer with prominent homepage placement, graphics and custom messaging.

Location and Specifications

- Homepage Right Rail Placement
- Size - 300 x 150

Employer of the Week Feature Box Includes:

- Logo or other company graphic
- Brief employer message
- Link to full company profile and open positions on The Root job board or a link to the company's external career page



Pricing

Employer of the Week Feature Box - \$500/week

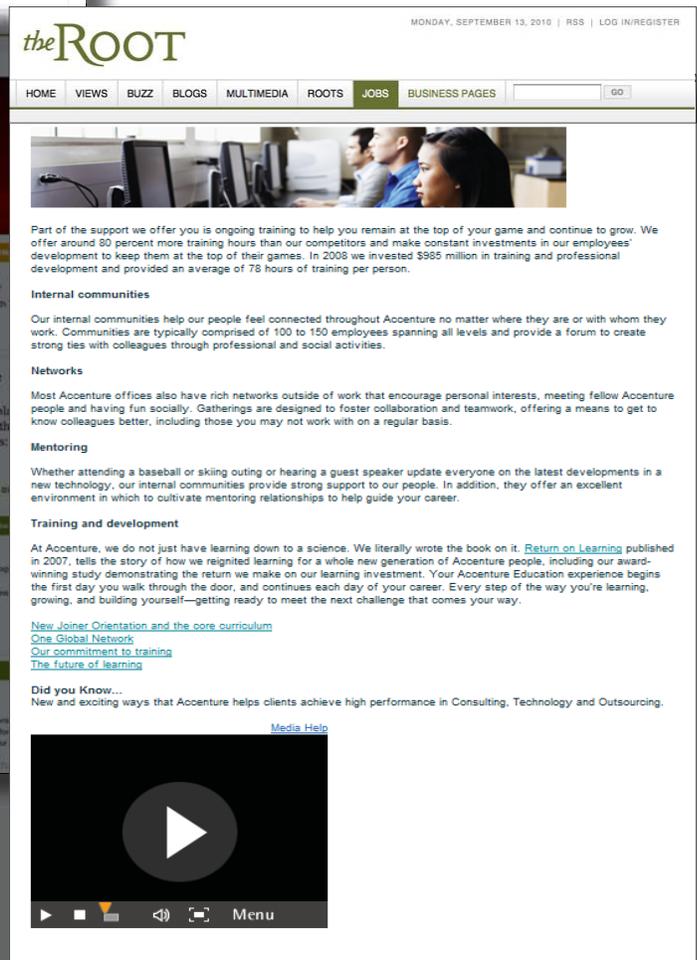
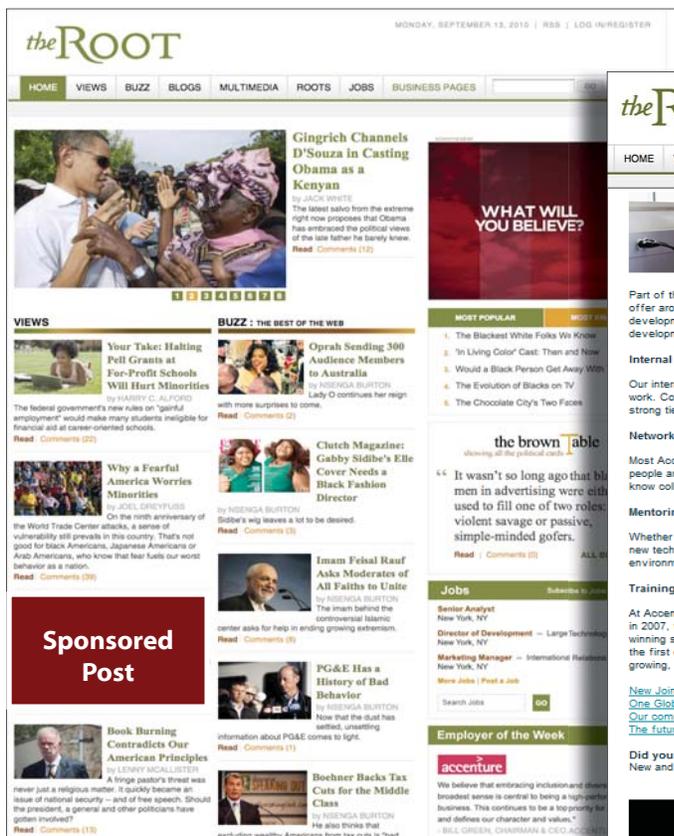
Volume discounts on standard job postings are available to Employer of the Week companies and quoted on a per-client basis.

Sponsored Post



Put your company's commitment to a diverse workplace and open positions in front of desirable candidates as they browse The Root site. A unique and high visibility approach, the Sponsored Post grants the employer coveted home page placement alongside relevant, must-read editorial content.

Much more than a job advertisement, the Sponsored Post amplifies an employer commitment to workplace diversity through a custom article centered on the company's background, mission and values.



Sponsored Posts may include:

- Company description & values
- Graphics/Images
- Video
- Link to a company listing of all open positions on the The Root job board or an external careers page

Sponsored Post

Expand your reach and share news and company initiatives that elevate your company's reputation as an equal-opportunity employer among The Root's predominantly African American readership. In addition to great online placement, Sponsored Posts are also featured in The Root's email job alerts, daily newsletter and robust social media network including: Facebook, Twitter, RSS feed.



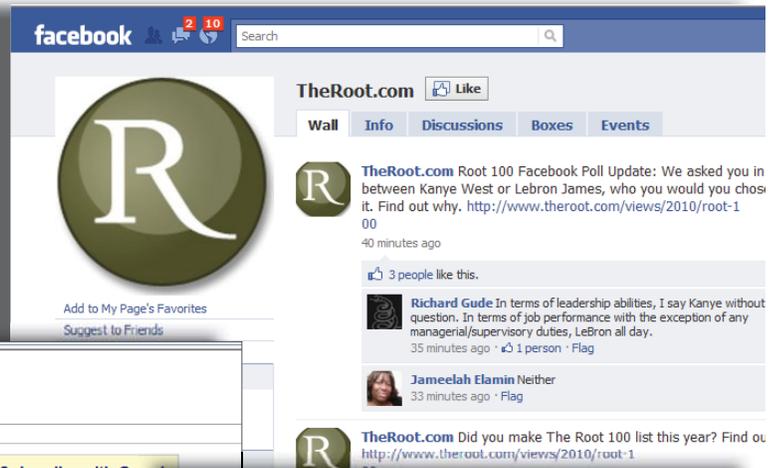
Social Media Subscribers

facebook: 10,000+

twitter: 4,300+

rss feed: 1,400+

newsletters: 25,000+



Pricing

Sponsored Post - \$2,000

Volume discounts on standard job postings are available to Sponsored Post employers and quoted on a per-client basis.

Connect with Us

With 1.6 Million Unique Visitors monthly, The Root is the fastest growing web destination for black news and commentary. As a supplemental benefit, we are pleased to include recruitment advertising to companies advocating workplace diversity and inclusive hiring.



Through our partnership with JobThread—the leader in targeted job advertising—we can connect our readership with organizations sponsoring workplace strategies that attract, retain, and develop diverse talent. Are you ready to reach an educated, professional audience of passive job candidates? Contact JobThread today, and get started!

To place an order, call JobThread at (877)-715-6071 or www.jobthread.com/callback