

# CONNECT TO MILITARY TALENT AS THEY TRANSITION

**Military.com**

## Military Transition Center Advertising Program

U.S. veterans and transitioning servicemembers represent an elite and diverse talent pool—they possess the skills and positive attributes essential in today's evolving workplace. With unmatched access to the transitioning active-duty audience, Military.com's dedicated Transition Center provides a powerful opportunity to reach military-veteran talent as they prepare for their civilian job search.

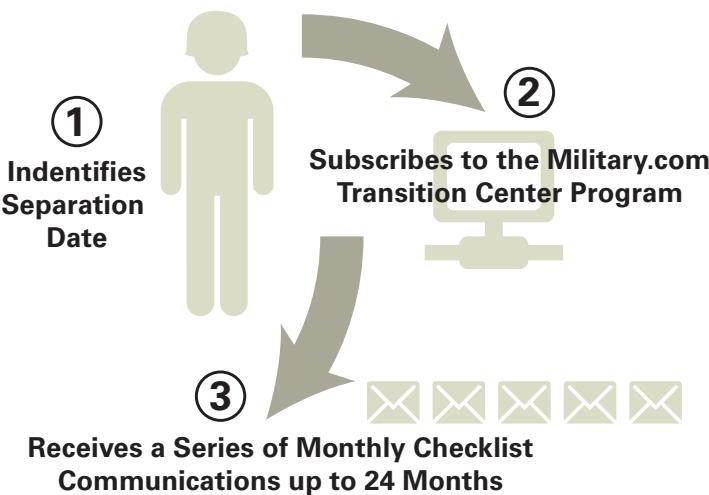
### It's the when and the where you reach this audience, that matters.

More than one million servicemembers will re-enter civilian life over the next five years. Shifting to a civilian lifestyle brings a number of changes and opportunities — from researching service related benefits to finding a new career.

Our Transition Center is a comprehensive online resource for the transitioning servicemember and designed to deliver personalized, timely employment information before and after the separation date. Best of all, it provides employers a direct access to a desirable and skilled talent pool.

#### Transition Center content topics:

- Career planning
- Resume writing
- Job search and networking



## Recruitment Opportunity

Sponsorship Elements	Target Audience	What You Receive	Estimated Reach
Sponsorship of Individual Transition Center Emails (share of voice TBD)	<ul style="list-style-type: none"><li>• Active Duty Separating</li><li>• Active Duty Retiring</li><li>• Guard/ Reserve</li><li>• Military Spouses</li></ul>	<ul style="list-style-type: none"><li>• Featured advertiser placement (500x150 banner ad)</li></ul>	<ul style="list-style-type: none"><li>• 10,000 subscriptions</li></ul>
Transition Center Content Section		<ul style="list-style-type: none"><li>• Rotation of 728x90, 300x250, and a featured placement</li></ul>	<ul style="list-style-type: none"><li>• Estimated impressions (varies by plan)</li></ul>

Source: <sup>1</sup>Monster Veteran Talent Index May 2012

99% of surveyed employers would recommend hiring a veteran

### Quick Facts<sup>1</sup>

- Military.com reaches 50% of transitioning servicemembers
- Nearly 200,000 servicemembers separate from the military each year
- 75% of servicemembers feel military skills will translate to civilian jobs
- 74% are likely to look for a job in the next 12 months



**CREATE YOUR OWN RECRUITMENT SUCCESS.**

**Call 1-866-222-8993 today.**

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