

Newspaper Increases Recruitment Advertising by 249%

Dispatch • Argus



THE CHALLENGE

The Moline Dispatch Company in Moline, Illinois publishes The Dispatch and the Rock Island Argus newspapers which combined, have a print circulation of approximately 45,000. In 2009, the company experienced a 59% decline in revenue generated from online recruitment advertising compared to the previous year. In order to reverse the downward trend, the Moline Dispatch Company needed to provide a more competitive online recruitment advertising solution that would allow it to compete directly with local and national job boards and provide a better experience for the job seekers and employers in the community.



THE OPPORTUNITY

In order to grow recruitment ad sales and establish the company as a market leader, the Moline Dispatch joined TheJobNetwork, a network of hundreds of affiliated newspaper and media job sites powered by RealMatch. As a member of TheJobNetwork, Moline Dispatch gained access to RealMatch's powerful recruitment advertising solution including: a powerful and feature-rich job board platform, real-time candidate matching, a vast ad distribution network reaching over 37 million job seekers monthly, and the Total Talent Reach ad program which optimizes job postings in real-time, using a variety of Search Engine Optimization (SEO) and Search Engine Marketing (SEM). The Total Talent Reach program also enables advertisers to tap into a vast local pool of "passive" candidates – including those who posted their resumes or profiles on social networks such as LinkedIn™.



"Through TheJobNetwork, we have been able to give our recruitment advertisers a lot more online exposure. Their ads are drawing more responses and higher-quality candidates. We now have an advantage over local online job boards."

Jamie Belha *Classified Supervisor The Moline Dispatch*



THE BOTTOM LINE

The newspapers' online recruitment advertising revenue increased 127% in 2010 and is up 122% so far in 2011 – a combined total of 249 percent. Jamie Belha, The Moline Dispatch Classified Supervisor, attributes the success to RealMatch's superior recruitment advertising solution which allows Moline Dispatch to:

- Offer customers wider array of products with the ability to tailor each job posting to fit their needs
- Gain repeat business from satisfied customers who get more responses and qualified candidates
- Attract new customers who seek increased exposure and a more efficient screening process