NEWS & RECORD

News & Record

MaxRecruit®

MaxRecruit

Distribute your job as widely as possible with MaxRecruit.

With performance-based MaxRecruit, we've taken the guesswork out of deciding which job sites to use. Your job will be automatically distributed to top aggregator sites, including:

- Indeed®
- Glassdoor®
- Jobs2Careers
- Nexxt®
- ZipRecruiter®
- And 25+ others

Benefits of using MaxRecruit:

- **Industry leading results.** In tests, MaxRecruit delivered an average of 61 click-applications per ad, compared to an industry benchmark of 20*.
- **Stay on top of changing market conditions.** MaxRecruit constantly monitors your job across all aggregators, and adjusts its placement and cost-per-click, ensuring you get optimal results.
- **Place once, worry less.** MaxRecruit is easy to manage. Simply place the job and the rest is handled by us.
- **Works for all job types.** No matter what type of position you are recruiting for, MaxRecruit will allocate the advertising budget to job sites where it gets the best visibility.

MaxRecruit Gold

With performance-based MaxRecruit, we've taken the guesswork out of deciding which job sites to use. Your job will be automatically distributed to top job sites, including:

- Indeed®
- Glassdoor®
- Jobs2Careers
- Nexxt®
- ZipRecruiter®
- And 25+ others

Just like performance based MaxRecruit, MaxRecruit Gold distributes your job to top job sites, and uses a larger budget to increase your job's visibility.

Benefits of using MaxRecruit Gold:

- **Higher advertising budget.** With MaxRecruit Gold, your campaign budget will be higher, letting you increase engagement with high quality candidates.
- **Manage your recruiting budget for best results.** For each MaxRecruit Gold job posting, our technology constantly monitors your job's performance across all job sites, and adjusts its placement and cost per-click, ensuring you get optimal results.

- **Works for all job types that need wider visibility.** No matter what type of position you are recruiting for, MaxRecruit Gold will allocate the advertising budget to job sites where it gets the best visibility.

Be sure to read our Guide to Getting the Best MaxRecruit Results.

* Source Job Board Doctor

Contact info: 800-437-4648 employmentads@lee.net

MaxRecruit Platinum

With performance-based MaxRecruit Platinum, we've taken the guesswork out of deciding which job board aggregators to use. Your job will be automatically distributed to top aggregators, including:

- Indeed®
- Glassdoor®
- Jobs2Careers
- Nexxt®
- ZipRecruiter®
- And 25+ others

MaxRecruit Platinum assigns a higher budget for your job, making it ideal for those times when you need to spend more to get more candidates, or to reach candidates for that hard-to-fill position in markets where there is a lot of competition for talent.

Benefits of using MaxRecruit Platinum:

- **Robust advertising budget.** With MaxRecruit Platinum, your campaign budget will be at our highest set budget, letting you increase engagement with high quality candidates.
- **Hiring in a specialty field?** MaxRecruit Platinum job postings can generate up to five times the clicks per job, compared to MaxRecruit.
- **Manage your recruiting budget for best results.** For each MaxRecruit Platinum job posting, our technology constantly monitors your job's performance across all aggregators, and adjusts its placement and cost per-click, ensuring you get optimal results.
- **Works for all job types that need wider visibility.** No matter what type of position you are recruiting for, MaxRecruit Platinum will allocate the advertising budget to job sites where it gets the best visibility.

Be sure to read our Guide to Getting the Best MaxRecruit Results. [link]

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MaxRecruit Platinum Work Remote

With performance-based MaxRecruit Platinum Work Remote, your job will be advertised in the locations with the greatest opportunity to reach relevant candidates.

We've taken the guesswork out of deciding which job board aggregators to use -- and what locations to advertise for remote or "work from home" workers. Your job will be automatically distributed to top aggregators, including:

- Indeed®
- Glassdoor®
- Jobs2Careers
- Nexxt®
- ZipRecruiter®
- And 25+ others

Our technology analyzes nationwide hiring trends, and locates metro areas that have the greatest number of relevant candidates for your job requirements. Your job will be visible in your location as well as multiple

metro areas that will provide you with the best candidates.

Benefits of using MaxRecruit Platinum Work Remote:

- **Tailor-made for "work from home" / remote positions.** Many companies have embraced remote workers for certain positions, attracting a wider range of candidates than may be available locally. Our technology gives you a laser focus on the best areas to attract relevant talent.
- **Higher advertising budget.** Your campaign budget will be higher, letting you increase engagement with high quality candidates.
- **Hiring in a specialty field?** MaxRecruit Platinum Work Remote job postings can generate up to five times the clicks per job, compared to MaxRecruit.
- **Manage your recruiting budget for best results.** For each MaxRecruit Platinum Work Remote job posting, our technology constantly monitors your job's performance across all aggregators, and adjusts its placement and cost per-click, ensuring you get optimal results.
- **Works for all job types that need wider visibility.** No matter what type of position you are recruiting for, MaxRecruit Platinum Work Remote will allocate the advertising budget to job sites -- and locations -- where it gets the best visibility.

Be sure to read our Guide to Getting the Best MaxRecruit Results. [link]

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MaxRecruit Plus

Like performance-based MaxRecruit, we've taken the guesswork out of deciding which job board aggregators to use. With MaxRecruit Plus, you can set a custom advertising budget and apply it to one or multiple jobs. Your job(s) will be automatically distributed to top aggregators, including:

- Indeed®
- Glassdoor®
- Jobs2Careers
- Nexxt®
- ZipRecruiter®
- And 25+ others

MaxRecruit Plus is ideal when you need to spend more to get more candidates, to attract candidates for that hard-to-fill position, or when you have multiple positions to fill and want your recruiting budget spent optimally.

Benefits of using MaxRecruit Plus:

- **More flexible than ever.** With MaxRecruit Plus, you specify a custom campaign budget for use against one or multiple jobs. You can also run multiple campaigns simultaneously.
- **Manage your recruiting budget for best results.** For each MaxRecruit Plus campaign, our technology constantly monitors your job's performance across all aggregators, and adjusts its placement and cost-per-click ensuring you get optimal results.
    - Add additional budget to their account, on a one-time or recurring basis
    - Automatically replenishes the campaign budget from the account balance:
        - When the budget runs out
        - At the beginning of each month
    - Set a campaign budget goal with various spend options:
        - over a certain number of days (10, 20, 30, 45, 60)
        - By end of month
        - By certain date

        - Optimize budget spend regardless of timeframe
    - Ability to move unspent campaign budget back into the account balance
    - Subscribe to emails notifying you when the budget is low
- **Employee needed yesterday?** For each campaign, you specify how aggressively the budget is managed for delivering results.
- **Information when you need it.** Get up-to-the-minute status on how your campaign is performing. For each campaign, you can view the budget, amount spent, jobs within the campaign, campaign status, and clicks received.

Be sure to read our Guide to Getting the Best MaxRecruit Results. [link]

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MaxRecruit Hourly

With performance-based MaxRecruit Hourly, we've taken the guesswork out of deciding which job sites to use. MaxRecruit Hourly allocates a starter-level budget that works well for hourly positions, or jobs where there is a strong supply of candidates. Your job will be automatically distributed to top aggregator sites, including:

- Indeed®
- Glassdoor®
- Jobs2Careers
- Nexxt®
- ZipRecruiter®
- And 25+ others

Benefits of using MaxRecruit Hourly:

- Works well for budget-conscious recruiters. With its smaller advertising budget, MaxRecruit Hourly provides a great solution where recruiting budgets may be tight, or there is a robust supply of job seekers.
- Stay on top of changing market conditions. MaxRecruit Hourly constantly monitors your job across all aggregators, and adjusts its placement and cost-per-click, ensuring you get optimal results.
- Place once, worry less. MaxRecruit Hourly is easy to manage. Simply place the job and the rest is handled by us.
- Works for a wide range of hourly job types. Hourly positions are common in many industries. No matter which industry you're recruiting for, MaxRecruit will allocate the advertising budget to job sites where it gets the best visibility.

Be sure to read our Guide to Getting the Best MaxRecruit Results. [link]

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MaxRecruit Lite

MaxRecruit Lite is designed to help meet PERM program compliance requirements before you hire a foreign worker who needs a green card.

MaxRecruit Lite meets the online advertising requirements of the PERM program. When you use MaxRecruit Lite we will distribute your job to job boards that provide worker visibility in your area. This is a cost-effective way to help meet PERM requirements, when coupled with print advertising provided by the local newspaper.

Benefits of using MaxRecruit Lite:

- Provides a simple, one-stop solution for your PERM online advertising needs.
- Distributes your job to online resources, helping you test the labor market to determine whether there are US citizen candidates who will meet your requirements.
- Allows you to add a job code number, in the event you need to track applicants that saw the ad.

Learn more about PERM advertising here.

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Contact Us

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