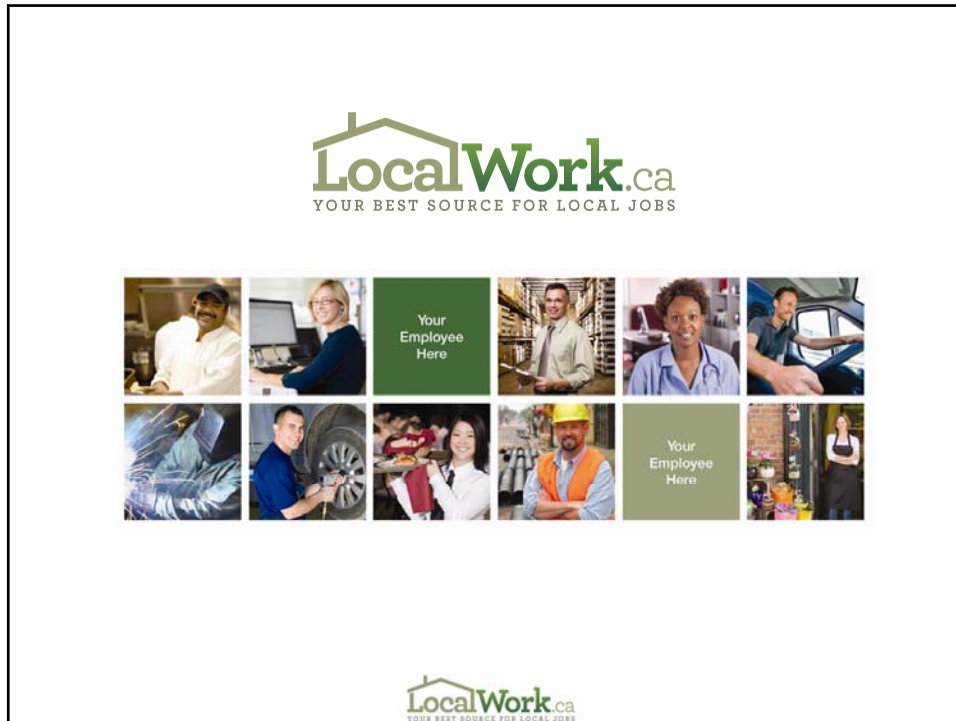


Hyper-Local Employment Sites - A Hot Opportunity

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What Business Are You In?

- As a former 20 year employee of Kodak allowed nothing to be released that would in any way reduce the amount of film and paper being sold to the public. Kodak invented digital photography and their research facilities and breakthroughs in the 80s were amazing. Kodak could not see that they were leading the company to a disaster. There are other examples in our industrial history and I doubt this will be the last.
- Kodak killed Kodak. Kodak failed to innovate. Kodak failed to read the writing on the wall and adapt. Kodak, much like today's music and film industries, refused to change it's business model to suit the needs of the world. It chose to stagnate and cling to the "old" way of doing business. Now it's bankrupt.



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Home Work - Know Your Competition

- Talk to your recruitment advertisers and interview job seekers!
- What are they doing well?
- What are they doing poorly? = **Your real opportunity!**



Job Seeker Features

- Exact match search results
- Ability to create multiple profiles / resumes
- Apply to jobs directly from the site using saved profiles/resumes or apply offsite!
- Convenient 'saved searches' functionality
- Create 'Career Alerts' based on job search preferences
- Job search / careers articles database and interactive polls
- **Credible / screened content**



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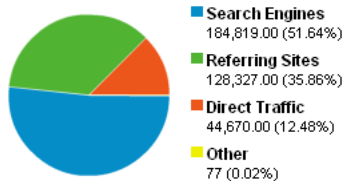
Recruitment Advertiser Features

- Ability to post on the site directly in a few easy steps
- Posting management tools
- Applicant management tools with 'short-listing' features (questionnaires/ranking)
- Posting performance metrics
- Multi-buy/volume posting packages
- Archived posting data
- Job posting enhancement/up-sell opportunities
- Employment branding profiles and logo display
- **Print purchase options made SIMPLE!!!!**



LocalWork.ca Successes!

Traffic Sources



Over 50% of traffic is organic – driven through Google, Yahoo and Bing search



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Recruitment Successes!



- Over 70% print up-sell rate
- Average print up-sell is \$67
- Several up-sell options available
- Online to print conversion rate of 68%



Award Winning Recognition



2011 LOCAL COMMUNITY
WEB SITE CONTEST WINNER



2010 LOCAL COMMUNITY
WEB SITE CONTEST WINNER

Category: 4, 5, 6 - Best Verticals/Employment, Real Estate & Automotive
All Classes Combined

1ST PLACE

Publishing Company Name: Metroland Media Group Ltd.

Newspaper Name: LocalWork.ca, Mississauga, ON

Winning Site/URL: Localwork.ca

LocalMedia association

**Voted best website, two years running, in North America
across Employment, Real Estate and Automotive
Categories!**



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Online Content isn't like Newspapers!

Cashier, PT/
POS
Operator
Needed for Sat, Sun
and 2 weekdays.
Burlington location.
Email resume to:
yboutin@sescolite.com,

VS

Exp'd. Parts
Counter
Person - FT
Fax resume to:
905-765-0422 or email
to searleschev@gm.ca

- You can't simply push print content online
- Improve service, expertise and overall offerings



You Must Invest!



- Dedicate resources that will foster, grow and build the business.
- Change your Classified Sales mindset – you must communicate vision, train to make change
- Allocate budget to marketing (SEM) and ongoing technology needs
- **If online is an afterthought for your business, you'll be an afterthought for your advertisers**



Look in the Mirror!



- Are you charging more than your current products are worth?
- Are you afraid to lose print to your online offering?
- Is your online strategy focused on saving or protecting print?
- Are you making it easy for your advertisers to do business with you?
- Do you neglect to reinforce the importance of online to your sales reps - Ongoing?

