

MEMORANDUM

To: IEEE-USA Board of Directors

From: Gary Blank, 2004 Vice President, Member Activities

Date: 5 February 2004

Re: IEEE Job Listing Service Status

On 19 June 2003, the IEEE-USA BoD approved a resolution to restart the IEEE-USA Job Listing Service unless concerns raised about the IEEE Job Listing Service are not addressed within six months.

The concerns raised in the resolution focused on:

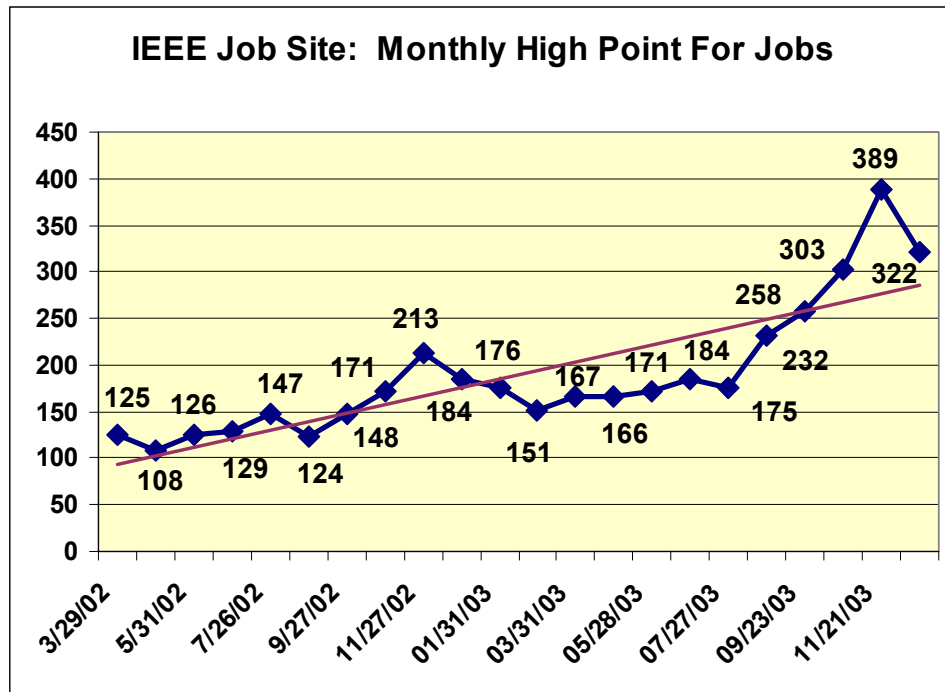
- The fact that there were few job postings on the IEEE Job Site
- It was difficult to use.
- Once a person is registered they cannot “un-register”
- Pricing structure discourages single listings
- Prohibits recruiters from listing job openings

On 25 October 2003, the IEEE-USA OpCom received a report on upgrades to the IEEE Job Site and decided to continuing monitoring progress, requesting an update for discussion on the Board of Director's February 2004 agenda.

We have received the latest data from IEEE staff that address some of the issues raised originally in the resolution.

- The fact that there were few job postings on the IEEE Job Site

As of 5 February 2004 there are 331 Job Postings see chart below:



- It was difficult to use.

The IEEE Job Site has partnered with a new vendor. Anecdotally we have heard that the site is easier to use.

- Once a person is registered they cannot “un-register”

It is now easier to “un-register”

- Pricing structure discourages single listings

See below:

2004 recruitment rates

North American Recruitment Packages, B&W Rates

	1x	6x	12x	18x	24x	36x
1 PAGE	11,700	11,125	10,550	10,075	9,600	9,025
2/3 PAGE	9,250	8,775	8,350	7,925	7,600	7,050
1/2 PAGE	6,625	6,250	5,950	5,675	5,400	5,000
1/3 PAGE	5,100	4,850	4,575	4,350	4,200	3,850
1/4 PAGE	3,950	3,725	3,525	3,425	3,200	3,000
1/6 PAGE	3,300	3,100	3,000	2,850	2,675	2,525
1/12 PAGE	2,625	2,475	2,375	2,250	2,150	2,000

Per Column inch \$540

International Edition Packages, B&W Rates

	1x	6x	12x	18x	24x	36x
1 PAGE	6,375	6,025	5,750	5,500	5,236	4,925
2/3 PAGE	5,050	4,775	4,550	4,325	4,150	3,850
1/2 PAGE	3,625	3,400	3,250	3,100	2,950	2,725
1/3 PAGE	2,775	2,650	2,500	2,375	2,300	2,100
1/4 PAGE	2,150	2,050	1,925	1,875	1,750	1,650
1/6 PAGE	1,800	1,700	1,650	1,550	1,450	1,375
1/12 PAGE	1,450	1,350	1,300	1,225	1,175	1,100

Per Column inch \$295

Package Rates Include:

	# Jobs Online	Color Rates
1 PAGE	4 jobs plus banner for one month	North American 2 COLOR \$1,500
2/3 PAGE	3 jobs plus banner for one month	International 2 COLOR \$850
1/2 PAGE	2 jobs	3 COLOR \$1,750
1/3 PAGE	1 job	4 COLOR \$2,800
1/4 PAGE	1 job	COLOR SPREAD \$4,600
1/6 PAGE	1 job	COLOR SPREAD \$2,500
1/12 PAGE	1 job	

Annual Post Discount Packages

IEEE Job Site

Contract	Cost	Postings	Cost/Post	Discount
Level 1	600	4	150	23.1%
Level 2	1,330	10	133	31.8%
Level 3	3,010	25	120	38.3%
Level 4	3,325	30	111	43.2%
Level 5	5,335	50	107	45.3%
Level 6	9,999	100	100	48.7%
Level 7	18,950	200	95	51.4%
Level 8	35,000	400	88	55.1%
Level 9	51,250	750	68	65.0%
Level 10	61,000	1,000	61	68.7%
Level 11	67,500	1,500	45	76.9%
Level 12	70,250	2,000	35	82.0%
Level 13	73,000	3,000	24	87.5%
Level 14	76,000	4,000	19	90.3%
Level 15	78,000	5,000	16	92.0%
Level 16	85,000	6,000	14	92.7%

Résumé Database

Contract	Cost	+	Fee	=	Full Cost
Level 1	600		1,795		2,395
Level 2	1,330		1,695		3,025
Level 3	3,010		1,595		4,605
Level 4	3,325		1,495		4,820
Level 5 & up	5,335		1,295		6,630 +

NB. The Résumé Database annual subscription can only be purchased in conjunction with a job posting contract. All prices are for one user. Additional users cost \$500 per user annually.

Individual

Retail Job Post: \$195
Classified Job Post with print ad: \$145
(plus cost of print ad)

All rates are in US dollars.

- Prohibits recruiters from listing job openings

Recruiters are now allowed to post job listings but most note that they are posting 3rd party jobs. The candidate can chose to include or exclude jobs from 3rd party job posters.

IEEE Job Site Wins Award



Where People Matter Most

WEDDLE's

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January 19, 2004

Mr. Michael Buryk
Manager, Business Development
IEEE/IEEE Job Site
3 Park Avenue
17th Floor
New York, NY 10016-5997

Dear Mike:

I am pleased to announce that the IEEE Job Site is a 2004 **WEDDLE's User's Choice Award** winner. These awards recognize those sites that have been voted the best in the online recruitment industry by actual users. While it is nice to be cited by pundits and experts, we think there is no higher accolade than being the elected choice of job seekers and recruiters on the Internet. Congratulations!

Voting for the Awards took place on our site (<http://www.weddles.com>) during calendar year 2003. Over the course of the year, we received more than 8,000 ballots. There was no limit to the number of sites for which participants could vote, and votes were accepted for any job board or career portal operating as of December 31, 2003. More than 100 sites received at least one vote.

The thirty (30) sites that received the most votes were designated User's Choice Award winners—the elite of the online employment community. We at WEDDLE's recognize this extraordinary achievement in the following ways:

- Winning sites are highlighted at our Web-site in a special area designed by Bernard Hodes Group, the sponsor of the Awards. This area is linked directly from our Home Page and includes information about the Awards as well as a screen shot and brief description of your site and the other winners.
- In addition, winners are featured with a special citation in all WEDDLE's print publications produced in 2004. The latter includes both our Job Seeker's and Recruiter's Guides and our Directory, all of which are sold in Borders and Barnes & Noble bookstores and at Amazon.com. I've enclosed our catalog for job seekers and career activists and our catalog for recruiters and HR professionals for your information.
- Winners are also announced in a special media campaign directed at such business publications as *The Wall Street Journal*, *Fortune*, *Workforce Management*, *Business 2.0* and at general news outlets such as the Associated Press and CNN. We recognize,

**"When in doubt, consult WEDDLE's ... an industry standard."
HRWIRE**

of course, that you have your own media contacts, so we hope that your organization will make its own announcement to those outlets and have enclosed a sample media alert for your use, as appropriate.

- Last but certainly not least, winning sites are authorized to display a special icon designed especially for the WEDDLE's User's Choice Awards. Given the unique nature of this award, we hope you'll display the icon prominently on your site and in all of your promotional literature. Please visit the User's Choice Awards area at our site to download the appropriate image(s). The password for winners is wpick2004.

Finally, a quick word about the 2005 User's Choice Awards. Voting is already underway at our site, so we suggest that you encourage your site's visitors to stop by and cast their vote. As with the All Star balloting in Major League Baseball, it is perfectly appropriate for the home team—or in this case, your site—to rally its fans.

Once again, my congratulations to you and your entire team on your site's selection as a 2004 WEDDLE's User's Choice Award winner. It is a distinctive achievement, one that underscores the commitment, professionalism and hard work of all involved.

Best Regards,



Peter Weddle
Editor & Publisher

Enclosures:

Sample Media Alert
List of 2004 WEDDLE's User's Choice Award Winners
WEDDLE's 2004 Catalog for Recruiters and HR Professionals
WEDDLE's 2004 Catalog for Job Seekers and Career Activists

Well done, Mike!



2004 Winners

WEDDLE's User's Choice Awards

___ The Elite of the Online Employment Industry ___

America's Job Bank	HRJobs (SHRM.org)
Best Jobs USA	IEEE Job Site
The Blue Line	JobsinME.com
CareerBuilder.com	jobsinthemoney.com
CareerJournal.com	Legal Career Center Network
ComputerJobs.com	Medzilla
Computerwork.com	Monster.com
ConstructionJobs.com	NationJob.com
Craigslist	Net-Temps
DICE	RegionalHelpWanted.com
EmploymentGuide.com	techies.com
ExecuNet	TrueCareers
FlipDog.com	Vault.com
Hcareers	VetJobs.com
HotJobs.com	Workopolis

For more information about WEDDLE's User's Choice Awards,
please call WEDDLE's at 203.964.1888

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