



AsianDIVERSITY Inc.

AsianLife.com

Media & Advertising Packet

*Continuing to promote and empower Asian
Americans in the workplace in 2012.*



Promoting and empowering Asian Americans in the workplace.

About Asian Diversity, Inc.

Asian Diversity, Inc. (ADI) was established in 1987 to promote and empower Asian Americans in the workplace. Since its inception, ADI has assisted many organizations in incorporating Asian Americans into their diversity initiatives.

ADI is engaged in three main areas of business:

AsianLife.com

AsianLife.com is an online career portal for Asian Americans, which features a job board, original articles, and other ADI programs and events.

AsianLife.com's job board is specifically designed to help companies throughout the country access top Asian and Asian American talent in the United States and abroad. Employers can post job openings as well as search for candidates. Job seekers can post resumes and search for available positions.

AD Magazine publishes original articles at AsianLife.com on a weekly basis for Asian American working professionals. AD Magazine's mission is to report, clarify and promote the issues surrounding Asian Americans in the corporate and societal landscape and to discuss the social implications of being an Asian American today. By providing regular case studies on major U.S. companies and by creating a forum to share information, the magazine is a powerful learning tool for human resources and marketing professionals worldwide.

Career Events

Asian Diversity, Inc. organizes diversity career events nationally. Human resources professionals, diversity experts, Asian American organization leaders and other industry leaders convene to discuss issues surrounding Asian Americans in the workplace. These events also are designed to help job seekers meet one-on-one with recruiters and for companies to connect with the unique Asian American talent pool. Asian Diversity's Career Expo in New York City is the largest career event for Asian and Asian Americans in the United States.

AD Search & Staffing

AD Search & Staffing has over 20 years of experience in recruiting, specializing in Asian and Asian American job placements. As a full service recruiting and search agency, ADI performs contingency and retained searches for organizations seeking top Asian and Asian American talent.



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Increase your visibility in the Asian American community.

2012 AsianLife.com FEATURES

Job Board – AD Magazine – Networking

JOB BOARD CONTENT

Employers: Search for candidates and post jobs.

Job Seekers: Search for available positions and post your resume.

Featured Company: One company is highlighted each week for its diversity efforts.

Featured Job: Several "Hot Jobs" postings are listed on the homepage.

ASIANLIFE MAGAZINE CONTENT

Corporate Culture Case Studies: An inside look at the working environment and diversity policies at major U.S. companies.

Profiles: Stay up-to-date on the latest promotions and who is on the move.

Community: Recent social and political issues impacting the Asian American business community.

Q&A: One-on-one talks with high profile Asian Americans in various industries.

Weekly Poll: Find out what our readers think on key issues.



AsianLife.com Statistics and Demographics

Site Traffic:

60,000 total subscribers
8 min. average spent per visit

Ethnicity:

Chinese – 37%
Japanese – 4%
Korean – 31%
South Asian – 15%
Southeast Asian – 5%
Taiwanese – 6%
Other – 2%

Geographical:

Northeast – 34%
West Coast – 32%
Midwest – 17%

Job Category:

Finance/Banking/Insurance – 19%
Sales/Marketing – 17%
Accounting – 13%
Computer/IT – 13%
Advertising/Media/Publishing/PR – 9%
Engineering/Technology – 8%
Government/Legal – 5%
Manufacturing/Operations/Logistics – 5%
Other – 7%

Readership:

Median Age: 28 years old
Median Household income: \$75K

Education

BA/BS – 48%
Masters – 30%
MBA – 16%
Ph.D – 2%
AA/AS – 4%
High School – 0%

Experience

Entry Level – 34%
Low Management – 27%
Mid-Management – 20%
Student – 10%
Executive – 9%

Occupation:

Student – 19%
Entry-level – 16%
Low Management – 24%
Mid Management – 33%
Executive – 8%

Age

20-24 – 30%
25-29 – 38%
30-34 – 17%
35-39 – 8%
40-44 – 5%
45 & over – 2%



Display Advertising

Leader Board Ad (728 x 90)

Site-wide \$1800/month

Banner Ad (468 x 60)

Home page \$1200/month

2nd-layer \$400/month

Video (30 sec.) \$1800/month

Wide Skyscraper Ad (160 x 600)

2nd-layer \$1000/month

Medium Rectangle Ad (300 x 250)

2nd-layer \$900/month

Rectangle Ad (180 x 150)

2nd-layer \$400/month

AsianLife Magazine

Web Edition \$500/issue

Newsletter (E-mail) \$400/issue

Past Sponsors and Advertisers

- The New York Times
- Dell
- Samsung
- CIA
- Boeing
- DHL
- Anheuser-Busch
- Target
- Procter & Gamble
- Domino's Pizza, LLC
- Allstate
- GE
- Time Warner Cable
- Peace Corps
- NBA
- Bloomberg
- Colgate-Palmolive
- HSBC
- SanDisk

AsianLife.com ADVERTISING RATES

MEMBERSHIP RATES

PLATINUM Membership (\$1,200 per month)

- *Unlimited* job postings per month
- Resume database search
- Continuous job listings imported from your corporate website
- Company logo listing as Platinum Member on job board website homepage
- Company logo placement on AsianLife.com homepage

GOLD Membership (\$500 per month)

- 10 job postings per month
- Unlimited resume database search
- Company logo listing as Gold Member on job board website homepage

SILVER Membership (\$350 per month)

- 5 job postings per month
- Unlimited resume database search
- Company text listing as Silver Member on job board website homepage

*All Memberships require a six-month minimum commitment.

MULTIPLE JOB POSTING RATES

- 3 job postings: \$160 per posting
- 5 job postings: \$150 per posting
- 10 job postings: \$120 per posting
- 20 job postings: \$100 per posting

INDIVIDUAL JOB POSTING RATES

- 1 job posting for \$180
- Each job will be posted for 60 days