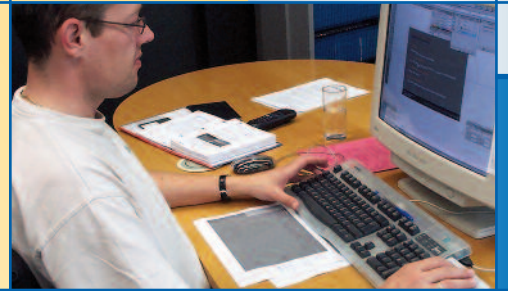


2011

MetalForming: JOBS



Recruiters' Guide



MetalForming
Magazine

PMA
PRECISION
METALFORMING
ASSOCIATION

PMA
PRECISION METALFORMING ASSOCIATION
EDUCATIONAL
FOUNDATION

MetalForming Jobs Recruiters' Guide

The largest combined audience of metalforming professionals for your job openings.

Online and in Print

Summary

Association publications and websites are the preferred channel for many human-resource professionals and recruiters seeking talent with direct experience in a niche market.

MetalForming magazine, the official publication of the Precision Metalforming Association (PMA), is a news and information leader for the metal-stamping, tool-and-die, and fabricating markets—in print and online.

MetalForming Jobs leverages this well-established print audience and a thriving online community to form the premier career connection point for job seekers and employers in the metalforming industry.

Top 10 Reasons to Advertise Your Job Openings with *MetalForming*

1. **Demographic focus.** *MetalForming* delivers readers and users with direct experience in the industry. You won't be inundated with resumes of unqualified candidates but will receive several highly relevant responses.
2. **Reach the cream of the crop.** Readers of association publications and websites are more likely to be seasoned professionals, high performers and thought leaders who are deeply engaged in their industry community.
3. **We deliver the executives.** *MetalForming* is the most focused source for tapping senior talent with deep experience in the metal-stamping industry. Seventy-eight percent of readers are in company management and manufacturing-engineering positions.
4. **Member discount.** PMA member companies receive a 20-percent discount on all job-center products.
5. **The "Member Treatment."** The MetalForming Job Center has all of the standard customer service features of generalized job boards. In addition, if you are an employee of a PMA member company you receive the added benefit of one-to-one consultation from the knowledgeable association staff to discuss your recruitment strategy and even create tailored job-center packages.
Not a member of PMA? Contact Jim Flynn at 216/901-8800 ext. 164 or jflynn@pma.org to discuss all the benefits of joining.
6. **Enhanced reach.** A Featured Job guarantees that your opening is syndicated on the job-center homepage and in at least one of *MetalForming's* five e-newsletters (syndicated listings include the job title, company and location with a hyperlink to the full listing). A Featured Job increases the exposure for your opening by at least 300 percent.
7. **Maximum reach.** You can combine your online job posting with a print employment ad in *MetalForming* to reach an additional 60,000 industry professionals.
8. **A growing company's best friend.** The Unlimited Package gives you unlimited online job postings and resume purchases, and 12 print employment ads over a 365-day period. (PMA members save \$1000 on the Unlimited Package!)
9. **It's easy.** A user-friendly interface allows you to easily browse resumes, and manage and edit your job postings 24/7.
10. **Supporting your industry.** Unlike large commercial job boards and newspaper sites, profits from the MetalForming Job Center are invested back into the industry through the Precision Metalforming Association and the PMA Educational Foundation.

“According to The Herman Trend Alert, niche sites that specialize by career field, industry or by geographic focus are favored by 78 percent of recruiters. Only 17 percent of the respondents preferred general job boards like Monster.com or Careerbuilder.com, and only three percent selected their organization's own website...84 percent of recruiters find the highest quality candidates on niche sites.”

HR Management Magazine

Job Center Products

Product	Description	Price
30-Day Single Job Posting	30 days online	\$300
60-Day Single Job Posting	60 days online	\$500
30-Day Featured Job Posting	The job title (hyperlinked to the full posting), company name and location of your posting receives bonus syndication in the Featured Jobs box (appears on all pages of job center) and in at least one <i>MetalForming</i> e-newsletter during the 30-day period.	\$400
60-Day Featured Job Posting	See above.	\$700
Print Posting in <i>MetalForming</i>	Print posting in one issue of <i>MetalForming</i> magazine, the official publication of PMA delivered monthly to 60,000 subscribers.	\$20/line
Resume Purchase	You are able to view all resume data, except name and contact information, for free. You only pay if the job candidate accepts your contact request.	\$25
5-Pack of 30-Day Job Postings	5 online postings within a 365-day period	\$1250
10-Pack of 30-Day Job Postings	10 online postings within a 365-day period	\$2100
Unlimited Package	Unlimited online job postings and resume purchases, and 12 print ads within a 365-day period. (Upon purchase, you will be contacted by a PMA representative to receive a coupon code for print postings.)	\$5000

Questions? Contact Marianne Sichi: 216/901-8800 ext. 2159 | msichi@pma.org

MetalForming
Magazine



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