

## Local Direct Mail

### Would You Like to...

*Attract Passive Job Seekers?*

*Eliminate Newspaper Ads?*

*Reach Local Applicants?*

For some positions, the Internet isn't always enough. Direct mail can reach people in your immediate geographic region — people currently doing the job you are looking to fill. Attract candidates with qualifications you desire, don't wait for someone to pick up a newspaper to read your ad. If they are relatively happy in their current job, why would they be looking? Reach them directly!

### How Does it Work?

We mail a full page ad directly to prospective candidates currently working in the position you are looking to fill. The mailer is sent from Hospitality Online with brief information about your job and a direct link to your complete ad on Hospitality Online. We mail to a targeted number of prospective candidates in your immediate area (from our database), notifying applicants about your job listing. Applicants apply to you online from your Hospitality Online job listing.

### Why Direct Mail?

To attract “passive” applicants working within your immediate local region. Job boards typically attract “active” job seekers — people that take the time to create Internet accounts, set up search agents, and post and submit their resume online. Job boards often miss people who are currently working and relatively satisfied in their current positions (but often these same people are interested in hearing about new opportunities). Hospitality Online targets people in your local market that are working in the job you need to fill. People who already have many of the job skills you want. Unlike newspaper ads, local direct mail reaches a very specific group of potential candidates. Applicants are directed to your Hospitality Online ad, so you still have access to our applicant tracking system. Rate, track, and manage all candidates in one place.

### Cost...

Reach up to 250 potential candidates for \$375.00 (in addition to the cost of your online ad — see [advertising rates](#) for available ad packages).

### Have Questions?

Call us at (800) 514-1787

*If we don't think localized direct mail will help your ad, we'll advise you not to do it.*