

MEDIA KIT



dieseljobs.com

NETWORK OF SITES

- cdladriverjobs.com
- cdldriverjobs.net
- dieseljobsearch.com
- dieseltechjobs.net
- dieselmechanicjobs.com
- equipmentjob.com
- equipmentjobs.info
- heavyequipmentjobs.net
- heavytruckjobs.net
- otrtruckdrivingjobs.com
- mechanicjobs.info
- truckdriverjobs.info

**The largest niche job board
serving the heavy equipment
and truck industry**

Visit us at www.dieseljobs.com

OUR NICHE



DIESEL MECHANICS



TRUCK DRIVERS



**OTHER INDUSTRY
PROFESSIONALS**

REACH INDUSTRY CANDIDATES

As a niche job board built with industry employers in mind, we measure success in terms of effectiveness versus efficiency.

GENERALIST JOB BOARDS TARGET EVERYONE

When an employer posts opportunities on a generalist job board, they aren't just targeting industry professionals - they are targeting everyone.

WE FOCUS OUR MARKETING

At *dieseljobs*, we focus our marketing toward real, industry specific candidates. This eliminates the need to filter through countless unqualified or out-of-industry applicants - resulting in a more refined, better qualified, and higher quality candidate pool.

OUR AUDIENCE

12K+
DIESEL MECHANICS

50K+
TRUCK DRIVERS

14K+
OTHER INDUSTRY
PROFESSIONALS

21K+
FACEBOOK LIKES

TARGETED MARKETING

In addition to organic traffic, *dieseljobs* has an **extensive marketing program** to drive candidates to your job postings. This includes targeted paid advertising on job board aggregators, social media platforms, and search engines - all of which are dynamically adjusted in real time based on a proprietary big data recruiting analytics algorithm.

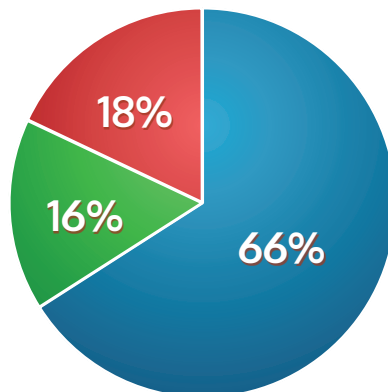
As a result, **dieseljobs is visited by ~100,000 industry job seekers every month.**

GENERALIST JOB BOARDS



- Truck Drivers
- Diesel Mechanics
- Everyone Else

DIESELJOBS.COM



- Truck Drivers
- Diesel Mechanics
- Other Industry Professionals

RATES

COMPETITIVE PRICING AT A DAILY RATE

Postings	Daily Rate	30-day Rate	30-day Rate/Job
1	\$10	\$300	\$300
2	\$15	\$450	\$225
3	\$20	\$600	\$200
4	\$25	\$750	\$188
5	\$30	\$900	\$180
6	\$35	\$1050	\$175
7	\$40	\$1200	\$172
8	\$45	\$1350	\$169
9	\$50	\$1500	\$167
10	\$50	\$1500	\$150
25	\$50	\$1500	\$60
50	\$50	\$1500	\$30
75	\$50	\$1500	\$20
100	\$50	\$1500	\$15
150	\$50	\$1500	\$10
200	\$50	\$1500	\$8
250	\$50	\$1500	\$6
300	\$50	\$1500	\$5
500	\$50	\$1500	\$3
1000	\$50	\$1500	\$1.50
1500	\$50	\$1500	\$1.00
2000	\$50	\$1500	\$0.75
3000	\$50	\$1500	\$0.50

PRICING

dieseljobs is built from the ground up with industry employers in mind. As a result, our rates are determined by how many jobs an employer has posted each day.

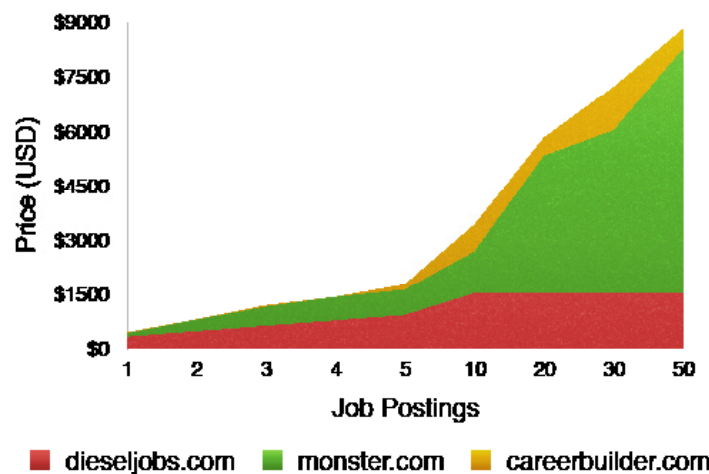
No Contracts or Commitments.

Rather than charging an up-front flat fee for 30-day or 60-day job postings, *dieseljobs* offers competitive pricing on a **pay for what you use** system, billed in arrears.

Our rate is \$10/day for the first job, and \$5/day for the next eight jobs. Any additional jobs are at no additional fee. Whether posting 10 jobs or 100 jobs, the maximum daily fee is only \$50.

[Click here to view our rates page](#)

COMPETITOR PRICE COMPARISON



HEAVY TRUCKS

RECENT CLIENTS



SCHNEIDER[™]



J.B. HUNT



RUSH
TRUCK CENTERS



DART[®]



AVERITT[®]



KEN
ADVANTAGE
GROUP, INC.



M&K
TRUCK CENTERS



Melton
Truck Lines, Inc.

SUCCESS STORY

Employer

Top 100 Trucking Company (U.S.)

Job Openings

Exclusively Truck Driver Positions

DIESELJOBS.COM STATISTICS

Recorded by the dieseljobs.com server over a period of two months (61 days).

- **Fees:** \$3,050 - \$50/day for 61 days
- **Job Views:** 14,835 - 243 views/day
- **Apply Clicks:** 887 - 15 clicks/day

- Clicking "Apply" redirected candidates to employer's applicant tracking system.

EMPLOYER STATISTICS

- **Completed Applications:** 245
 - Cost per Applicant: \$12.45
- **Successful Hires:** 13
 - 1 hire for every 19 applicants
 - Cost per Hire: \$235

HEAVY EQUIPMENT

RECENT CLIENTS



SUCCESS STORY

Employer

Fortune 500 Company - Heavy Equipment & Trucks

Job Openings

Diesel Mechanics, Heavy Equipment Operators, Truck Drivers

DIESELJOBS.COM STATISTICS

Recorded by the dieseljobs.com server over a period of four weeks (28 days).

- **Fees: \$1,400** - \$50/day for 28 days
- **Job Views: 16,164** - 577 views/day
- **Apply Clicks: 2,413** - 86 clicks/day
 - Clicking "Apply" redirected candidates to employer's applicant tracking system.
- **Coverion Rate: 14.9%**
 - Industry average: ~10%
 - Due to our targeting, conversion rates are often higher than the industry average

EMPLOYER STATISTICS

- **Completed Applications: 2,236**
 - 93% of candidates who clicked apply finished the online application
- **Candidates Interviewed: 1,679**
 - 75% of all applicants had resumes strong enough to warrant an interview

CONTACT US
828.398.0220



Jonathan Jordan

ACCOUNT EXECUTIVE
jonathan@dieseljobs.com

Clint Lawing

MARKETING MANAGER
clint@dieseljobs.com

Brad Bassinger

MARKETING SPECIALIST
brad@dieseljobs.com

Aaron Kaczmarek

WEB DEVELOPER
aaron@dieseljobs.com

Jeremy Balog

PRESIDENT
jeremy@dieseljobs.com

IMPORTANT LINKS

Register Online: dieseljobs.com/register
Frequently Asked Questions: dieseljobs.com/faq
Rate Information: dieseljobs.com/rates
Contact: dieseljobs.com/contact

www.dieseljobs.com

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