

# RICHMOND, VIRGINIA EMPLOYMENT MARKET

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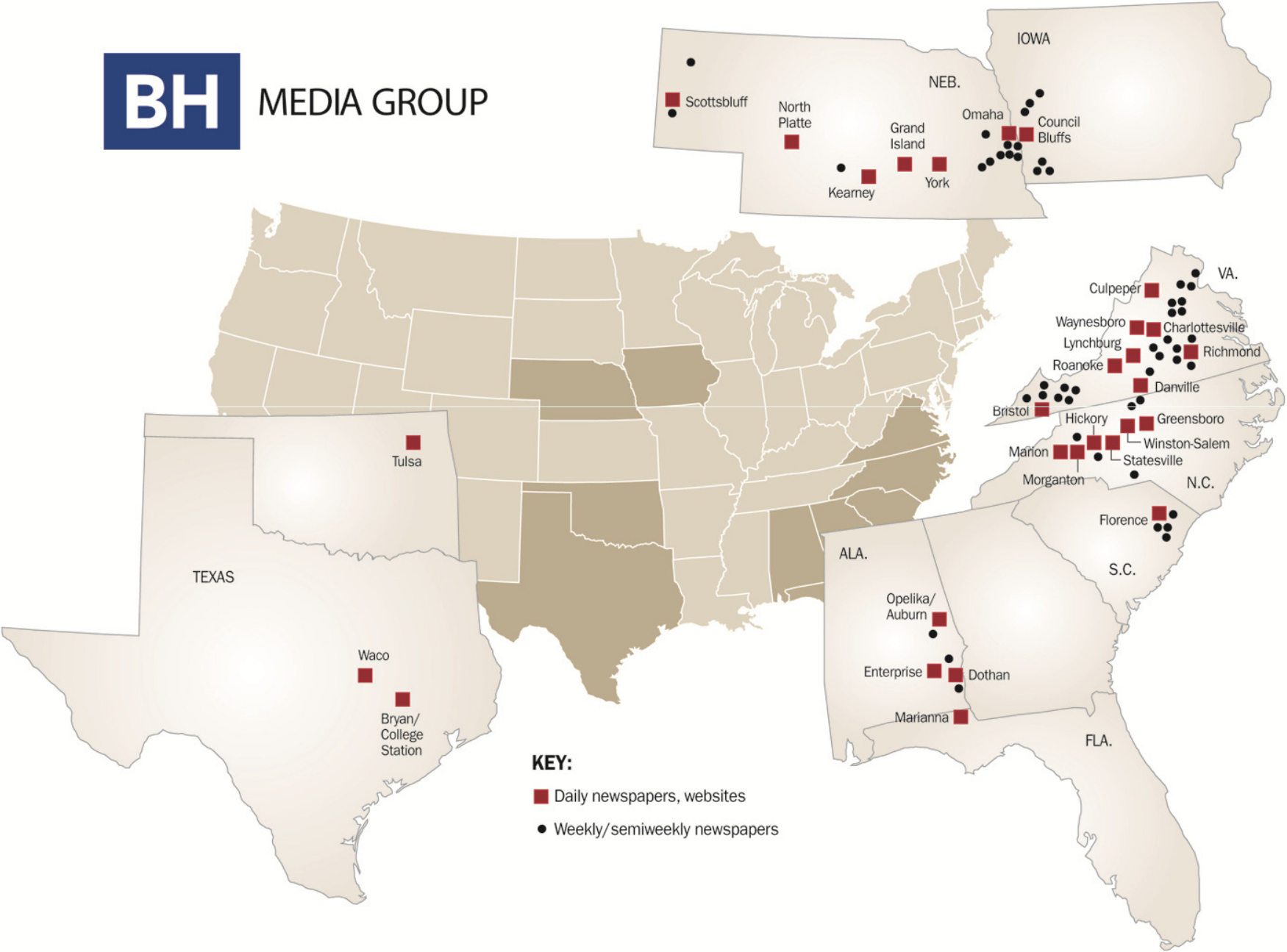
**BH**

MEDIA GROUP

*Richmond Times-Dispatch*

TimesDispatch.com

# BH MEDIA GROUP NEWSPAPERS



## BH Media Group VA-TN Region Reaches 1.2 Million Households

BH Media's VA-TN Region includes 9 daily newspapers, 20 weeklies, 2 military newspapers, 11 non-subscriber Sunday opt-in and TMC products, web sites, and digital media products and services.

Each of the daily-newspaper DMAs include a daily newspaper, weekly community newspapers and websites that increase household penetration within each market's CBSA for maximum advertising reach.



# OUR MARKET - RICHMOND, VA

## THE RICHMOND METRO

RICHMOND – PETERSBURG CBSA (CORE-BASED STATISTICAL AREA)



- 44<sup>TH</sup> largest U.S. metro
- Population of nearly 1.3 million
- 670,000 plus in the civilian workforce
- Population Growth 2011 – 2016: 4.83%
- Median household income \$60,004 versus \$54,500 in top U.S. markets – indexing 10% higher
- Median age 46.5 versus 46.2 in top U.S. markets
- Home to 10 Fortune 1000 companies – #2 in the nation for markets with under 1.5 million population
- Richmond is the state capital of Virginia with a strong presence of federal & state employees – adding to economic and workforce stability
- Virginia led the country in the Forbes.com “Best State for Business” study, for four straight years.



# ACCOLADES FOR THE RICHMOND MARKET

- Ranked **No. 1 among large cities for financial activities jobs**, by New Geography, May 2013.
- One of the **10 Best Cities for Finding Employment**, by Forbes.com, April 2013.
- One of the **Top Cities for Business Growth** among 100 metro areas, rated by the Wall Street Journal's MarketWatch.com, April 2013.
- Ranked one of the **Top 10 Mid-Sized American Cities of the Future** in *Foreign Direct Investment (fDi) Magazine's* North American Cities of the Future 2013/14, April 2013.
- Richmond was named the **5th Best City for Jobs** by Forbes.com, March 2013.



# TOP 50 PRIVATE EMPLOYERS

Rank 2013	Rank 2012	Private Employers - Richmond Area	2013 FTEs	2012 FTEs	Rank 2013	Rank 2012	Private Employers - Richmond Area	2013 FTEs	2012 FTEs
1	1	Capital One Financial Corp.	10,918	9,995					
2	2	VCU Health System	8,226	7,935					
3	3	HCA Inc.	6,904	7,236					
4	4	Bon Secours Richmond Health	5,892	5,991					
5	5	Walmart	5,331	5,025					
<b>6</b>	<b>6</b>	<b>&gt; Dominion Resources Inc. (energy)</b>	<b>5,328</b>	<b>5,378</b>					
7	8	SunTrust Banks Inc.	4,400	4,100					
<b>8</b>	<b>7</b>	<b>&gt; Altria Group Inc. (tobacco)</b>	<b>3,900</b>	<b>4,110</b>					
9	13	Food Lion	3,830	3,959					
10	8	Wells Fargo	2,806	2,851					
11	9	DuPont (fibers / films / chemicals)	2,771	2,897					
12	12	Bank of America Corp.	2,700	2,700					
13	11	WellPoint Inc. (health benefits)	2,627	2,801					
14	17	The Kroger Co.	2,388	1,856					
15	14	United Parcel Service Inc.	2,225	2,300					
16	15	Verizon Communications Inc.	1,950	2,070					
17	16	Federal Reserve Bank of Richmond	1,847	1,738					
18	18	University of Richmond	1,728	1,655					
19	20	Southside Regional Medical Center	1,345	1,229					
<b>20</b>	<b>19</b>	<b>&gt; Genworth Financial (investments)</b>	<b>1,310</b>	<b>1,311</b>					
21	25	The Home Depot Inc.	1,213	1,122					
22	22	Honeywell Int'l (fibers / materials)	1,200	1,177					
<b>23</b>	<b>21</b>	<b>&gt; Markel Corp. (insurance)</b>	<b>1,160</b>	<b>1,207</b>					
<b>24</b>	<b>26</b>	<b>&gt; CarMax Inc.</b>	<b>1,130</b>	<b>1,083</b>					
25	28	Shamin Hotels (Hilton, Marriott, etc.)	980	957					
26	23	BB&T Corp. (banking / financial)	970	963					
27	32	Estes Express Lines (trucking)	930	878					
					<b>28</b>	<b>34</b>	<b>&gt; MeadWestvaco Corp. (packaging)</b>	<b>881</b>	<b>831</b>
					29	33	Supervalu Inc. (food wholesale)	878	848
					30	37	Tyson Foods Inc.	830	830
					31	NR	Macy's	800	1,000
					32	27	Lowe's Cos. Inc.	769	972
					33	30	Allianz Global Assistance (insurance)	751	917
					34	41	Patient First (urgent care - medical)	693	653
					35	39	Comcast	686	720
					36	38	Northrop Grumman (information tech)	651	759
					37	45	YMCA of Greater Richmond	649	615
					38	40	Hunton & Williams LLP (legal)	641	700
					39	43	Walgreens	637	643
					40	29	General Dynamics (call center)	631	650
					41	44	McGuireWoods LLP (legal)	629	632
					42	49	Old Dominion Security	602	562
					<b>42</b>	<b>NR</b>	<b>&gt; Owens &amp; Minor (medical supply)</b>	<b>602</b>	<b>552</b>
					44	36	ColonialWebb (construction / mech.)	600	695
					45	42	Southern States (agricultural supply)	594	651
					46	46	Westminster Canterbury (retirement)	590	598
					47	NR	BrownGreer PLC (legal)	589	405
					48	NR	Richmond Times-Dispatch	582	N/A
					49	NR	T-Mobile USA Inc.	554	415
					50	NR	Health Diagnostic Laboratory Inc.	553	337
					<b>Totals</b>			<b>101,401</b>	<b>99,509</b>

NR = Not Ranked in 2012

> Fortune 1000 company headquarters. Other Fortune 1000 companies not listed: Brink's, NewMarket. Universal Tobacco

# OTHER HIGH PROFILE COMPANIES

The Richmond region isn't dependent on a single industry or a limited set of categories. As the **Capital of Virginia** federal and state jobs make up a huge component of overall employment. This **diversity** adds to stability and softens the effects of a difficult economy.

More than **140 internationally-owned** companies are located in the region, with products and services ranging from machinery to specialty foods and from transportation to consulting services.

- **Amazon.com** has two centers that employ over **2,000** people. The company continues to expand its network within our market.
- **Rolls Royce** currently has an 180,000-square-foot aircraft engine discs plant in our market, employing approximately **120** workers. A second plant is planned to open that would make high-precision turbine blades for aircraft engines and is expected to employ **140** workers.
- **The Virginia Biotechnology Research Park** is home to **more than 55** companies, laboratories and research centers, employing **2,000** workers in 1.2 million square feet of space.
- **Timmons Group & Froehling & Robertson** (engineering services)
- **SyCom Technology** (computer systems development)
- **Martin Agency** (advertising)
- Food and Beverage Firms in our Market:
  - **Sabra Dipping Company** (Hummus & Dips)
  - **Kraft** (Crackers & Cookies)
  - **Maruchuan** (Noodle Soups)
  - **Fiorucci** (Italian Meat Specialties)
  - **Ukrop's Homestyle Foods** (Producer of chilled, prepared foods and baked goods)



# WORKFORCE OCCUPATIONS - INDEX & NATIONAL RANK

**RICHMOND IS THE 44<sup>TH</sup> LARGEST U.S. MARKET**

<b>OCCUPATION NAME</b>	<b>CIVILIAN LABOR FORCE</b>	<b>INDEX</b>	<b>NATIONAL RANK</b>
Business and Financial Operations Occupations	40,880	139	42
Legal Occupations	5,810	124	44
Protective Service Occupations	17,900	122	43
Computer and Mathematical Occupations	19,520	119	46
Community and Social Service Occupations	10,270	119	39
Construction and Extraction Occupations	24,760	108	44
Personal Care and Service Occupations	18,510	106	46
Office and Administrative Support Occupations	103,080	105	49
Healthcare Practitioners and Technical Occupations	36,460	104	50
Building and Grounds Cleaning and Maintenance Occupations	19,900	102	50
Installation, Maintenance, and Repair Occupations	23,800	102	53
Sales and Related Occupations	61,940	98	51
Transportation and Material Moving Occupations	38,140	95	50
Food Preparation and Serving Related Occupations	49,690	94	53
Education, Training, and Library Occupations	35,860	93	50
Management Occupations	26,930	92	52
Healthcare Support Occupations	16,190	90	52

Source: May 2012 Labor Force & Wage Estimates, Bureau of Labor Statistics, US Dept. of Labor

# ADDITIONAL PRIME OCCUPATIONS

Occupation	Civilian Labor Force	Index	National Rank
Nuclear Engineers	720	787	1
Psychiatric Technicians	1,240	399	5
Nuclear Power Reactor Operators	120	366	1
Nurse Anesthetists	550	351	9
First-Line Supervisors of Correctional Officers	680	330	4
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	310	282	4
Emergency Management Directors	120	274	7
Chemical Engineers	350	237	16
Logisticians	1,160	211	26
Training and Development Managers	250	199	22
Management Analysts	4,730	191	23
Biochemists and Biophysicists	200	165	24
Chemical Equipment Operators and Tenders	420	163	22
Human Resources Specialists	2,860	158	37
Training and Development Specialists	1,580	158	34
Operations Research Analysts	490	154	38
First-Line Supervisors of Construction Trades and Extraction Workers	3,200	153	27
Social and Community Service Managers	760	144	32
Cardiovascular Technologists and Technicians	330	142	34
Environmental Engineers	330	141	40
Anesthesiologists	190	138	18
Electrical Engineers	1,000	136	44
Occupational Therapists	660	136	34
Nuclear Technicians	50	135	5
Environmental Scientists and Specialists, Including Health	520	134	37
Art Directors	190	131	33
Market Research Analysts and Marketing Specialists	2,350	130	40
Magnetic Resonance Imaging Technologists	170	125	45
Public Relations and Fundraising Managers	300	122	37
First-Line Supervisors of Mechanics, Installers, and Repairers	2,360	122	41
Architects, Except Landscape and Naval	440	116	42
Nurse Practitioners	540	111	48
Computer, Automated Teller, and Office Machine Repairers	580	111	53
Compensation and Benefits Managers	100	109	44
Civil Engineers	1,230	104	52
Chemists	400	103	46





# PHARMACEUTICALS

Pharmacists and pharmacy employees index high in the Richmond Metro market. For pharmacists the national ranking indicates a stronger employment base than Richmond's 44<sup>th</sup> market rank might indicate.

<b>Occupation</b>	<b>Civilian Labor Force</b>	<b>Index</b>	<b>National Rank</b>
Pharmacists	1,660	128	39
Pharmacy Technicians	1,780	110	46
Pharmacy Aides	200	102	44

Note: Number of pharmaceutical & medicine sales reps in Richmond Metro is unreported

Source: May 2012 Labor Force & Wage Estimates, Bureau of Labor Statistics, US Dept. of Labor

# INFORMATION TECHNOLOGY

There are nearly 16,000 information technology professionals in the Richmond Metro. I.T. workers in various occupations index high in the Richmond Metro market. For several occupations the national rank indicates a stronger employment base than Richmond's 44<sup>th</sup> market rank might indicate.

<b>Occupation</b>	<b>Civilian Labor Force</b>	<b>Index</b>	<b>National Rank</b>
Computer Systems Analysts	3,780	171	37
Database Administrators	860	168	35
Information Security Analysts	510	153	34
Network and Computer Systems Administrators	2,160	134	41
Computer and Information Systems Managers	1,800	127	43
Computer Network Architects	780	123	43
Computer Network Support Specialists	900	117	49
Computer User Support Specialists	2,690	111	49
Web Developers	500	106	47
Software Developers, Applications	2,790	104	47

Source: May 2012 Labor Force & Wage Estimates, Bureau of Labor Statistics, US Dept. of Labor

Employees in trucking and related occupations index high in the Richmond Metro market. For several occupations the national rank indicates a stronger employment base than Richmond's 44<sup>th</sup> market rank might indicate.

<b>Occupation</b>	<b>Civilian Labor Force</b>	<b>Index</b>	<b>National Rank</b>
Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	1,060	117	43
Heavy and Tractor-Trailer Truck Drivers	8,300	116	39
Industrial Truck and Tractor Operators	2,430	107	43
Bus and Truck Mechanics and Diesel Engine Specialists	1,090	103	44

Source: May 2012 Labor Force & Wage Estimates, Bureau of Labor Statistics, US Dept. of Labor

Richmond is a **regional banking center** and home to the **Fifth District Federal Reserve**. Richmond is the 44<sup>th</sup> largest U.S. market.

## Key Sector Employers:

Capital One (credit cards); Genworth Financial, Anthem and Market (insurance); Anderson & Strudwick, Scott & Stringfellow, and Davenport and Company (brokerage and financial advisors) and Ewing Bemis and Matrix Capital Markets Group (investment banking).

Occupation	Civilian Labor Force	Index	National Rank
Financial Examiners	750	582	8
Actuaries	300	306	19
Insurance Underwriters	850	202	29
Financial Analysts	1,620	147	38
Accountants and Auditors	7,250	140	39
Budget Analysts	350	131	38
Financial Specialists, All Other	830	122	50
Statisticians	130	111	42
Credit Analysts	310	110	45
Financial Managers	2,350	106	47

Source: May 2012 Labor Force & Wage Estimates, Bureau of Labor Statistics, US Dept. of Labor

## The Richmond Market is above par in its share of Retail Workers

	Virginia		Richmond Metro	
Population	8,001,000	100%	1,258,300	16%
Retail Employees	418,200	100%	69,293	17%

## The Largest Counties in Greater Richmond are Among the TOP 10 Locations for Retail Employees in Virginia

	No. of Retail Employees
Fairfax County, Virginia	54,914
Virginia Beach City	24,592
<b>Henrico County, Virginia</b>	<b>23,172</b>
Prince William County, Virginia	22,526
<b>Chesterfield County, Virginia</b>	<b>19,039</b>
Loudoun County, Virginia	17,760
Chesapeake City, Virginia	15,111
Norfolk City, Virginia	12,814
Newport News City, Virginia	9,980
Arlington County, Virginia	9,786

Source: Commonwealth of Virginia, Labor Market Information



# DEPARTMENT & GENERAL MERCHANDISE STORES

## STORE LOCATION

### KEY:

- Dillard's
- Macy's
- JCPenney
- Kohl's
- Nordstrom
- Peebles
- Saks Fifth Avenue
- ▲ Wal-Mart
- ▲ Target
- ▲ B.J.'s Wholesale Club
- ▲ Costco
- ▲ Sam's Club
- ▲ Kmart
- ▲ Marshall's
- T.J. Maxx



## Number of Locations:

- Dillard's: 2
- Macy's: 5
- JCPenney: 5
- Kohl's: 5
- Nordstrom: 1
- Peebles: 4
- Saks Fifth Avenue: 1
- Wal-Mart: 15
- Target: 8
- B.J.'s Wholesale Club: 2
- Costco: 3
- Sam's Club: 4
- Kmart: 3
- Marshall's: 5
- T.J. Maxx: 3

# GROCERY STORES

## GROCERY LOCATION STORE KEY:

- Martin's
- Kroger
- FoodLion
- The Fresh Market
- Walmart Supercenter
- Costco
- Sam's Club
- ▲ FarmFresh
- ▲ Farmer's Foods
- ▲ Ellwood Thompson's
- ▲ Tom Leonard's
- ▲ Trader Joe's
- ▲ Whole Foods
- ▲ Save A Lot



## Number of Locations:

Martin's: 24

Kroger: 17

Food Lion: 26

The Fresh Market: 3

Wal-Mart: 15

Costco: 3

Sam's Club: 4

FarmFresh: 1

Farmer's Foods: 2

Ellwood Thompson's: 1

Tom Leonard's: 1

Trader Joe's: 1

Whole Foods: 1

Save A Lot: 5





## *Greater Richmond is home to 15 four-year and 11 two-year institutions of higher education*

- **Total Enrollment is nearly 80,000**
- More than **13,000** degrees are conferred annually
- More than **4,000** information technology-related degrees are awarded annually at schools within 100 miles of Richmond, ranging from certificates to PhDs
- Community college programs focus programs including programming, Cisco networking, network engineering, web design, technical support, and more.

### **Four-Year Institutions of Higher Education in Greater Richmond, VA**

	<b>Fall 2012</b>
Virginia Commonwealth University (VCU)	31,627
Virginia State University	5,890
University of Richmond	4,348
Virginia Union University	1,678
Randolph-Macon College	1,257
Union Presbyterian Seminary	221
Baptist Theological Seminary at Richmond	110
<b>Total Enrollment</b>	<b>45,131</b>

### **VCU Medical Center**

The VCU Medical Center is one of the top teaching hospitals in the nation and one of the heaviest endowed. The educational division includes schools of medicine, dentistry, pharmacy, nursing, and allied health., with 4,400 students, participating in more than 50 degree programs.

### **The University of Virginia Health System**

Located only about an hour's drive west of Richmond UVA offers another renowned teaching hospital that includes schools of medicine and nursing. The school of medicine has an enrollment of about 800, while the school of nursing educates about 730 students each year.

## Home to the U.S. Army Logistics University

With enormous growth from the **2005 Base Realignment and Closure initiative** (BRAC), Fort Lee is now one of the US military's primary training bases for military supply, subsistence, maintenance, munitions, transportation and more - **with an annual budget of more than \$1.2 billion.**

The daily population averages about **34,000** with members from all branches of the military service, their families, government civilians and contractors. As many as **70,000 troops** will pass through Fort Lee each year - the third largest training site in the Army.



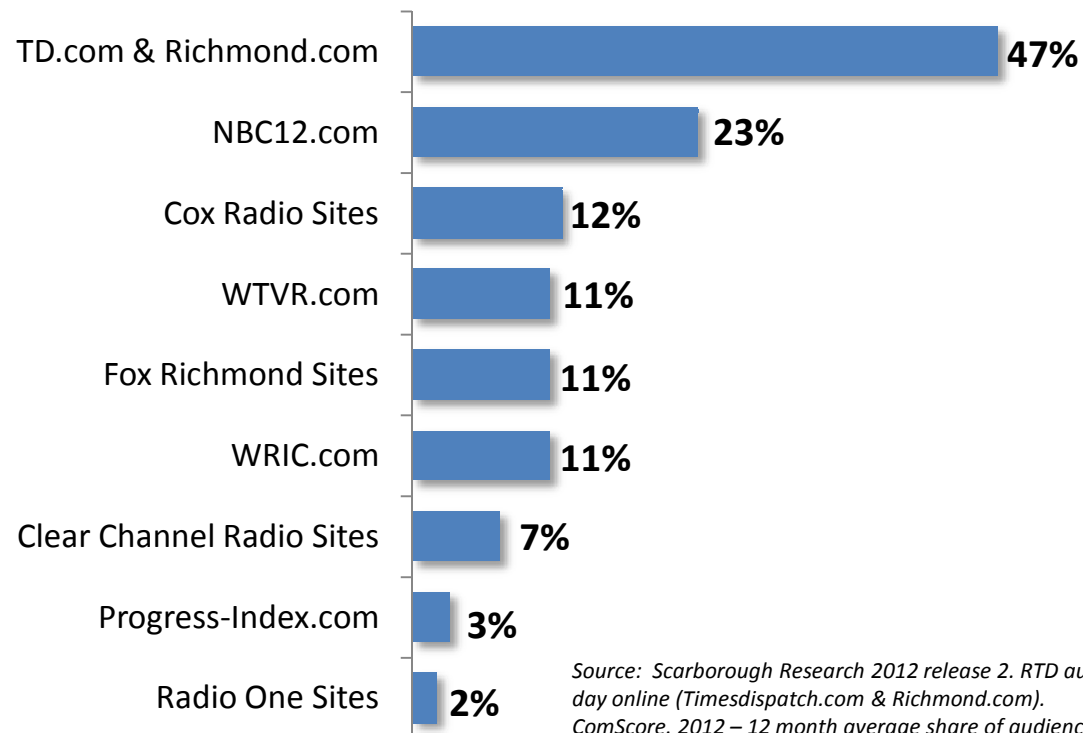


# AUDIENCE REACH

**Times-Dispatch Print & Digital Media reach 2/3 of adults in the Richmond Metro**

	Total Adults	Print Audience	Online Audience	Total Audience
<b>RICHMOND MARKET</b>	<b>980,300</b>	<b>539,300</b>	<b>257,700</b>	<b>642,700</b>
	<b>100%</b>	<b>55%</b>	<b>26%</b>	<b>66%</b>

**Our websites have a dominant share of market in the Richmond Metro**



*Source: Scarborough Research 2012 release 2. RTD audience = past 7 day print & past 30 day online (Timesdispatch.com & Richmond.com). ComScore. 2012 – 12 month average share of audience for news & information sites.*

# RICHMOND TIMES-DISPATCH PRODUCT SOLUTIONS

- Richmond Times-Dispatch
- TimesDispatch.com
- Richmond.com
- Richmond Suburban News
- Monster
- AfterCollege
- Twitter



# RICHMOND TIMES-DISPATCH

The Sunday Times-Dispatch is Central-Virginia's premiere print recruitment vehicle.

Find Jobs appears every Sunday with an audience of 414,400 Metro Adults.

Over 4 Sundays reach 554,600 adults with an average frequency of 3.0.





# TIMESDISPATCH.COM PRODUCTS

[TimesDispatch.com](http://TimesDispatch.com) is the **number one** news and information website in the market  
1,891,600 Monthly Unique Visitors & 9,368,800 Monthly Page Views

## Rotator Ad Unit 4th position in home page rotation

The screenshot displays the TimesDispatch.com homepage. At the top, the site's logo is prominently featured, along with navigation links for 'Subscribe', 'Manage Subscriptions', 'Contact Us', and 'Advertise'. A search bar is located on the right side of the header. Below the header, a horizontal menu lists various news categories: NEWS, METRO, BUSINESS, OPINION, SPORTS, ENTERTAINMENT/LIFE, WEATHER, OBITUARIES, BLOGS, CONTESTS, CLASSIFIEDS, JOBS, REAL ESTATE, CARS, and MARKETPLACE. The main content area is divided into several sections. On the left, there is a weather widget showing 'Capitol 79°' and the date 'Monday, Jun. 10, 2013'. Below this, an advertisement for Pearson Mazda is displayed. The ad features a blue Mazda car and the text: 'Check out our 2013 Mazdas', 'Nothing Says "ConGRADulations" Like A Mazda!', and 'SPECIAL OFFERS THIS WEEKEND ONLY!'. To the right of the ad, a 'BREAKING NEWS' section lists several headlines, including 'Democratic senator urges probe of AG office role in natural gas dispute' and 'Anderson wins qualifying medal at RWGA city championship tournament'. At the bottom of the page, there are several small thumbnail images, including one for 'WEATHER', two for '1 YEAR LATER', and one for 'ADVERTISEMENT'. A Firestone banner is visible at the bottom right, with the text 'ENTER FOR A CHANCE TO WIN A'.

TimesDispatch.com  
Richmond Times-Dispatch

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NEWS METRO BUSINESS OPINION SPORTS ENTERTAINMENT/LIFE WEATHER OBITUARIES BLOGS CONTESTS CLASSIFIEDS JOBS REAL ESTATE CARS MARKETPLACE

Capitol 79° Monday, Jun. 10, 2013

ADVERTISEMENT

Check out our 2013 Mazdas

**PEARSON MAZDA**

Nothing Says "ConGRADulations" Like A Mazda!

SPECIAL OFFERS THIS WEEKEND ONLY!

40 MPG

**BREAKING NEWS**

- Democratic senator urges probe of AG office role in natural gas dispute
- Anderson wins qualifying medal at RWGA city championship tournament
- Rising price at Virginia's public universities mostly unrelated to instruction, JLARC says
- McDonnell, in N.Va., declines to answer questions about grand jury
- 1 arrested, 2nd sought in weekend Fan shooting
- Settlement approved in mining company family feud
- Henrico meals tax debated at business breakfast
- Woman ordered held without bond in Dumpster baby case

WEATHER 1 YEAR LATER 1 YEAR LATER ADVERTISEMENT

Firestone  
ENTER FOR A CHANCE TO WIN A

# TIMESDISPATCH.COM PRODUCTS

“Sticky Note” ads can appear on the Jobs landing page, so it’s the first thing job-seekers see!

The screenshot shows the TimesDispatch.com website interface. At the top, the site logo and navigation menu are visible. A search bar is located in the top right corner. Below the navigation menu, there are social media icons for Facebook, Twitter, Google+, Pinterest, Email, and YouTube. The main content area is divided into several sections:

- Jobs**: A section header with a sub-header for **Job Listings**.
- Find Better with M**: A search bar with a "Job Seekers" button and a "SEARCH" button. Below the search bar, there is a link to "Browse Jobs by Company, Location or Categories & Industries".
- Get Found**: A section with the text "Post Your Resume on Monster" and an image of a woman.
- Get Connected**: A section with the text "with BeKnown" and an image of a bee.

The most prominent feature is a large, yellow and red "Sticky Note" advertisement for Aditya Birla Minacs. The ad text reads: "PROUD TO BE IN RICHMOND AND DELIGHTED TO WORK WITH YOU. We're hiring and your tech smarts can help you make our starting lineup. CLICK TO APPLY". A "close" button is visible in the bottom right corner of the ad.

On the right side of the page, there is a "BREAKING NEWS" section with a list of news items:

- Va. couple sentenced to 30 years in girl's abuse
- Virginia mortgage borrowers to receive \$33 million this week in settlement
- Biden to headline Virginia Democrats' dinner
- McDonnell, in N.Va., declines to answer questions about grand jury
- Tornado watch issued for Richmond area
- Chester man sentenced to serve 25 years in fatal stabbing of stepfather
- Democratic senator urges probe of AG office role in natural gas dispute
- Anderson wins qualifying medal at RWGA city championship



*Richmond.com is the number one local site for culture and entertainment news*

**326,117** Monthly Unique Visitors  
**1,100,320** Monthly Page Views



## Visitor Profile is Young & Upscale

	% of Total Visitors	Index
<b>AGE</b>		
18 - 34	36%	119
35 - 44	32%	178
45 - 54	19%	100
55 or older	14%	41

## HOUSEHOLD INCOME

\$100,000 or more	29%	145
\$50,000 to \$99,999	48%	128
\$49,999 or less	22%	53

## RESIDENCE

Own	76%	107
Rent	22%	91

## EDUCATION LEVEL

College graduate or more	57%	192
Some college / Technical	30%	106
Elementary school or less	13%	31

## OCCUPATION

White collar	71%	159
Blue collar	12%	66
Retired	5%	32

# RICHMOND SUBURBAN NEWSPAPERS

## Midlothian Exchange

Distribution Day: Thursday  
Newspaper Type: Weekly with Daily RTD / FREE  
Delivery Method: Newspaper Carrier Delivered  
Circulation: 17,400

## Powhatan Today

Distribution Day: Thursday  
Newspaper Type: Weekly/Paid  
Delivery Method: Newspaper Carrier Delivered  
Circulation: 3,050  
Mass-mailing to all county households: 11,300/FREE  
Distribution Day: 4<sup>th</sup> Wednesday of each month  
Delivery Method: Mail – US Postal Service

## The Mechanicsville Local

Distribution Day: Wednesday  
Newspaper Type: Weekly/ FREE  
Delivery Method: Mail – US Postal Service  
Circulation: 30,000

## Goochland Gazette

Distribution Day: Thursday  
Newspaper Type: Weekly with Daily RTD / FREE  
Delivery Method: Newspaper Carrier Delivered  
Circulation: 8,300

## Cumberland Today

Distribution Day: Second Wednesday of the Month  
Newspaper Type: FREE  
Delivery Method: Racks  
Circulation: 1,900



monster.com

is #1

<sup>1</sup> Internal Data, average new resumes per day in the U.S., January 2010 - December 2010;

<sup>2</sup> CareerBuilder.com employer page

<sup>3</sup> comScore U.S. data, monthly average, October - December 2010

<sup>4</sup> IPSOS ASI Brand Awareness Study, Q1 2009

<sup>5</sup> Internal Monster Data 2010 - Diversity Resume Database Review



Every **3.4 seconds** a new resume is added to Monster.com

Job Seekers add over 25,500<sup>1</sup> new resumes to Monster.com each and every day, over 10,000 more per day than CareerBuilder.<sup>2</sup>



Monster.com is shown more than **9.2 billion times** across the Monster & Yahoo networks, reaching almost **2 out of 3** U.S. Internet Users<sup>3</sup>



Power Resume Search<sup>®</sup> was awarded **Top HR Product** for 2010 by Human Resource Executive



With over 90% Brand Awareness<sup>4</sup> in the U.S., Monster is significantly higher than any of our online competitors




Monster offers the largest dedicated U.S. Diversity & Inclusion resume database collected through self-identified diverse candidates with over 5 million records<sup>5</sup>




- Power Resume Search
- Career Ad Network
- Job Slots
- Job Posts
- Enhanced Job Branding Template
- Military Veteran sites
- Diversity & Inclusion sites
- Audience Sponsorship
- Target Mail
- Monster Mobile



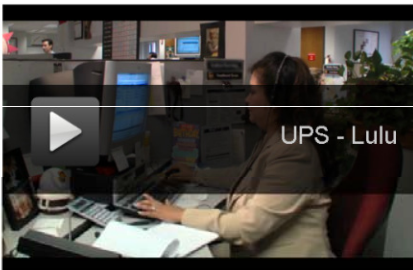
monster®



Careers At United Parcel Service



WE LOGISTICS



UPS - Lulu

**UPS Business Development Careers**

Are you looking for somewhere you can grow? Somewhere you can expand your horizons? Then consider joining UPS as an Inside Sales Representative (ISR) or a Sales Account Executive.

UPS provides great training so you can learn all about our services we provide. UPS also provides ISRs & AEs with wonderful guidance, support and encouragement from supervisors and coaches.

If you love sales or are seriously thinking about starting a career in business development, the Inside Sales Representative & Account Executive position within UPS is great places to consider.

UPS is an equal opportunity employer.

**Asset Lite Operations Specialist - UPS Freight**

Job Summary

The Inside Sales Account Manager Specialist conducts sales calls to existing and potential customers to maintain and grow freight customer business and revenue. This position builds and maintains customer relationships and also seeks to develop new business opportunities for providing customer solutions and services. He/she submits requests to the Pricing department and negotiates rates to obtain new accounts.

The primary focus of this position is to contact a targeted list of customers to promote interest in UPS services. The Inside Sales Account Manager Specialist asks focused questions about the customer's freight and ground shipping needs and also obtains information to update the customer's account records. This individual analyzes historic shipping trends and works the sales funnel to obtain customer commitments. This position prospects for new customer opportunities by following up on leads from other departments and by working with external sales representatives. The Inside Sales Account Manager Specialist probes existing accounts to identify potential within other departments and promotes service offerings that match customer needs.

Other Duties

- Determine customer discount percentages and services
- Complete and submit customer pricing requests for internal review
- Conduct pricing negotiations
- Review agreements, terms, charges and discounts with customers
- Conduct customer follow-up calls after shipments and maintain regular customer contact
- Respond to and resolve customer issues and concerns
- Participate in Inside Sales special projects

Preferred Competencies

- Applies knowledge of the features and business applications of services, products and customer-facing technology offerings and solutions
- Applies knowledge of freight structure and operations to resolve problems, make decisions and achieve business objectives
- Builds business partnerships and develops key customer relationships to maximize account profitability.
- Understands the customer's business and aligns account strategies to customer goals
- Conducts competitive analysis of competitor's offerings and strategies, and maintains awareness of competitive environment
- Conducts customer analysis to identify customer needs, determine the impact of products/services on customers, and identify which products, services and features to promote to current/potential customers

**Job Information**

**Company:**  
UPS

**Location:**  
Richmond, VA 23224

**Job Category:**  
Sales/Retail/Business Development

**Occupations:**  
General/Other: Sales/Business Development

**Career Level:**  
Experienced (Non-Manager)

**Industries:**  
Other/Not Classified

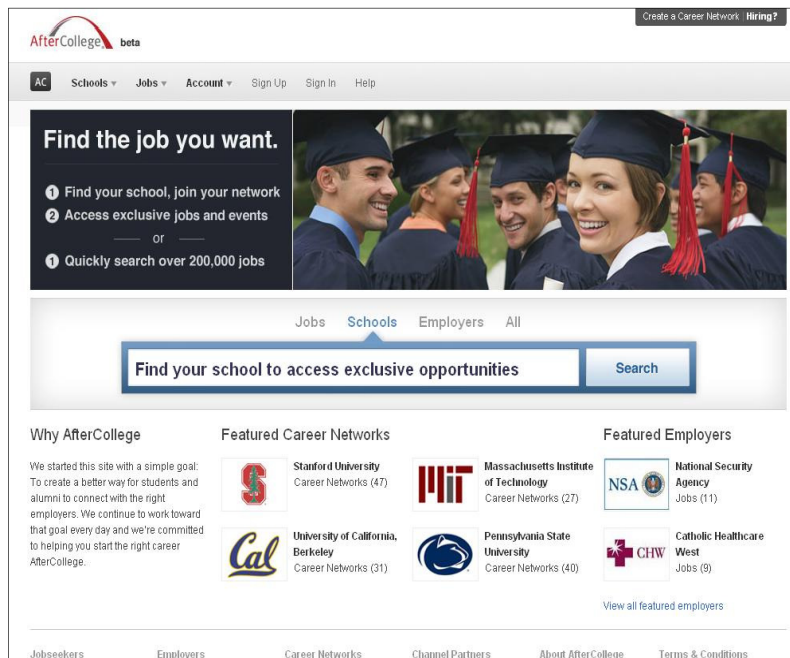
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