

**For Immediate Release**

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**THE DIRECT MARKETING ASSOCIATION OF DETROIT LAUNCHES INTERACTIVE JOB BOARD FOR THE DIRECT AND INTERACTIVE MARKETING INDUSTRY**

Detroit, MI – August 17, 2009 — In response to increased demands by employers and recruiters for highly qualified Direct and Interactive Marketing-industry job candidates, the Direct Marketing Association of Detroit (DMAD) has introduced a new interactive job board.

By visiting <http://jobbank.dmad.org>, employers and recruiters can use the DMAD Career Network to reach the largest audience of Direct and Interactive Marketing professionals, including the 500+ members of the DMAD. DMAD members are experienced marketing professionals who annually recommit to uphold the highest standards of professional conduct.

Advantages to employers using the DMAD Career Network include:

- **Targeted advertising exposure** – Job listings will be seen by an exclusive audience of Direct and Interactive Marketing industry professionals, reducing the workload when applications arrive.
- **Easy online job management** – Employers can enter job descriptions, check the status of postings, edit information, renew or discontinue postings and even make payments online.
- **Resume searching access** – With a paid job listing, search the database of resumes and proactively contact candidates; use an automatic notification system to receive email when new resumes match your criteria.
- **Build company awareness among qualified professionals** - Along with each job posting, employers can provide information about their company and links to their web site.
- **Competitive pricing** – Employers can benefit from the new DMAD Career Network for minimal cost.
  - **30-day local** job postings are available at a rate of \$75 for DMAD member companies and \$125 for non-member companies
  - **30-day national** job postings are available at a rate of \$200 for DMA member companies and \$300 for non-member companies
- **Exposure to the entire Marketing Career Network (MCN)**- MCN is an association alliance of more than 100,000 marketing, advertising and sales professionals who reach more than 750,000 industry practitioners

For Direct and Interactive Marketing industry professionals, the DMAD Career Network offers:

- **Job search control** – Job searching is easy and listings are specific to the Direct and Interactive Marketing industry. Marketing professionals can submit resumes electronically to employers.
- **Resume posting** – Job seekers can choose to make their resume available to employers and may also keep their identity confidential. Participants will receive an email from interested companies so they can decide which companies to contact.
- **Automatic Job Notification** – Job seekers can save their job search criteria and be notified by email of new listings that match their specifications and link right to the jobs and apply online.
- **Exposure to the entire Marketing Career Network (MCN)**- MCN is an association alliance of more than 100,000 marketing, advertising and sales professionals who reach more than 750,000 industry practitioners

The DMAD developed the DMAD Career Network in partnership with Boxwood Technology, Inc., the leading provider of career center services for the association industry; the only such provider endorsed by the American Society of Association Executives. In addition to hosting full-featured online career centers, Boxwood also provides technical support, customer service, accounting, content management and ongoing product development. For more information about Boxwood's products and services, visit [www.boxwoodtech.com](http://www.boxwoodtech.com) or call 800-331-2177.

More information on DMAD is available by calling **248.478.4888** or by visiting [www.dmad.org](http://www.dmad.org).

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