



CKR Group is Now CKR Inter@ctive!

We've changed our name. Expanded our focus. Sharpened our methodologies. Got some questions about CKR Inter@ctive? We thought you might...

Q: *Why the name change?*

A: We want our name to reflect our philosophy. CKR Inter@ctive better represents what we've evolved into — a recruitment advertising agency with significant expertise in interactive recruiting.

Q: *How has the agency changed?*

A: We've changed in response to the changes that have taken place in our industry over the past decade — the way people find jobs and the way you find talent, not to mention measure, evaluate and demonstrate success. To help you succeed in this new landscape, we've developed a comprehensive suite of interactive tools and expanded our online capabilities.

Q: *Will these new products affect my company's recruitment program?*

A: If you're interested in exploring interactive solutions as part of your overall program, then yes. We can help you leverage the products and services that make sense for your particular needs and goals, and ensure that they are integrated with your other efforts. However, while we think we're the best choice as an interactive recruiting partner, you don't have to use any of these services or solutions.

Q: *Can I still turn to CKR Inter@ctive for print ads, trade show booths and other programs?*

A: Absolutely. While we're proud of our new capabilities and believe they are essential to your success, CKR Inter@ctive is committed to delivering all of the same recruitment marketing knowledge, research and services you've grown to depend on. We still believe that every business is unique and that we must know our clients well, deliver a high level of personalized service and create innovative solutions that are customized to your needs. In short, we still get you.

Q: *What interactive products do you offer?*

A: We offer a range of interactive tools and programs, everything from comprehensive career website analyses to a way to track all of the online responses to your advertising program — even print ads.

- Connect 24/7 to CKR Inter@ctive and your account information with ClientHub™.
- Leverage the power of direct mail, personalization and interactivity while reaching passive job seekers through On Target™.
- See how your career website measures up. e-Valuate™ delivers benchmarking information, a comprehensive career website analysis and a blueprint for improvements.
- Take your Employee Referral Program online with Referral Max™, an easy way to implement, promote and manage your ERP.
- Let Recruitment Media Metrics™ track all online responses to your advertising program and offer insights regarding the cost-effectiveness of your media spend.
- Improve your job board posting results with OptiPost™, our quarterly analysis of how well your postings perform on each board and recommendations for achieving better outcomes.

Q: *Will this change the way I'm billed for services or my account fees?*

A: Not at all. Our transition to CKR Inter@ctive will not change the way we deliver services, our fee structure or the way you are billed.

Q: *How do I learn more about your interactive solutions?*

A: We thought you'd never ask. Contact your account manager today to learn more and get started.

www.ckrinteractive.com

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