



Monster, Adicio forge alliance

Adicio affiliates gain access to Monster's network

Monster and **Adicio** announced a creative deal this morning that appears destined to be a real win not only for the two job-board companies, but even more so for Adicio's North American clients.

The alliance makes California-based Adicio the technology facilitator for all Monster's new-media partners, while giving Adicio's 250-plus clients access to Monster's products and services. This gives newspapers, trade publications, professional associations and others on Adicio's Careers platform a wide choice of options – ranging from upselling postings onto Monster all the way up to switching to a fully co-branded Monster site as many newspapers have, including most recently, *The New York Times*.

"Our clients can pick and choose what they want to do," explained **Tony Lee**, Adicio's chief alliance officer. "It gives them a wide range of options."

One of the most important options is the upsell feature. Adicio's technology has long been considered best-of-breed, offering extensive features while giving clients freedom of choice in deciding how to brand their sites. This "white labeling" emphasized the local aspect of individual recruitment sites, but it came at a price: There was no separately branded national site for Adicio to market. Instead, there was a virtual site and, recently, regional employment sites accessed only from a link on participating clients' sites.

Now, with the new alliance, employers can post to the local site and also buy into Monster. Adicio clients can also sell Monster's resume database and create recruitment packages to leverage the assets of the international recruitment board. They'll also have the option of using Monster's extensive library of career content on their local sites.

It's a two-way street. Employers buying directly through Monster will be able to place an ad in Adicio client publications, using the "click-to-print" feature as it comes online.

Pricing, as one might expect, is a sensitive matter. Lee said that whatever Monster's wholesale rate turned out to be, the combined price of the original ad plus an upsell to Monster and to the Adicio network would be "priced very competitively. There will be good margins for the publishers."

Adicio gets a fee for handling the back-end support issues, as well as a share of the revenue.

Perhaps the most unique feature of this deal is the technology-support piece. Adicio will handle the data feeds for all Monster's media partners, converting it and delivering it to Monster. This includes managing job agents, employer accounts and resumes. Adicio will also provide technical

support by phone and online, training assistance and other services, including job wrapping, for Monster's co-branded media sites.

Initially, that means Adicio will manage the technology and client support for its own customers who choose to switch to the Monster platform. Those papers include *The New York Times*, *Boston Globe* and regional Times' papers, as well as Freedom Communications, which announced its move to Monster before today's deal was publicly disclosed. Eventually, Lee said, Adicio would also handle the back-end support for other papers, such as the former **CareerBuilder** affiliates in Akron, Philadelphia and St. Petersburg which made the Monster switch earlier.

In addition, Adicio gets Monster's endorsement as the preferred provider for automotive and real estate platforms – areas that Adicio moved into a few years ago – should Monster's media affiliates seek those technologies.

The deal began developing months ago, Lee told us. "**Peter Newton** reached out last summer," said Lee. Newton, who once ran **BostonWorks**, the employment site of the *Globe*, was an Adicio customer when Lee, who headed *The Wall Street Journal's* job site, served on the Adicio board of directors. Last year Newton left the *Globe* to work for Monster as vice president of small and medium business. In that role Newton has been courting newspapers to partner with Monster.

In a briefing paper about the report, **Doug Klinger**, president of Monster North America, said, "This alliance is an extension of our ongoing strategy to build small and medium-sized business market share by adding new, more localized, and personalized, points of distribution for our products and services."

Newton told us the deal is a "win for everyone. We get additional distribution and Adicio customers get access to Monster."

"Aligning with Monster allows us to offer our clients industry-leading solutions that help them best serve their audiences and continue to be competitive in the changing recruitment landscape," **Rick Miller**, president and CEO of Adicio, said in a statement released this morning. "Monster creates win-win situations with its media partners, enabling them to leverage Monster's brand recognition and national reach while offering the greatest value to job-seekers and employers."

The deal is open only to North American clients. Adicio has several overseas clients, including **VNU** and **News Corp.**'s properties in Australia. Lee said Adicio and Monster will explore broadening the alliance.

