

Dice Media Kit

Amplify your employer brand and reach millions of skilled and engaged technology professionals.



Employer Branding

A critical part of building a funnel of active and passive tech professionals.

Why?

A robust employer brand allows you to stand out from the competition so that you can attract the right talent and drive higher-quality applications.

90%

of tech professionals feel an employer's brand is important when considering a new employer.¹

Of tech professionals surveyed:



92% would consider changing jobs if offered a role at a company with an excellent corporate reputation.²



80% said they would not apply for a higher paying job at a company with a bad reputation.¹



26% are leaving because they want a job that better aligns with their personal values.³

Showcase Your Unique Brand

Elevate your tech brand by spotlighting your jobs and company in a highly competitive market.

5M+
DICE MEMBERS

9

Discover tech talent fast by tapping into Dice's community of millions of tech professionals. 19M+
UNIQUE VISITS
PER YEAR



Raise your company visibility and drive quality traffic to your website and job postings on Dice.

7MDICE APPLICATIONS
PER YEAR



Dice is the leading solution for employers looking to quickly turn tech job postings into quality hires. 570K
NEW DICE MEMBERS
PER YEAR



Dice is always growing our pool of world-class tech talent to ensure that employers are getting the best of the best.

Employer Branding Packages

Position your company as the ideal place for tech professionals.

- Target the right talent.
- Stand out from the competition.
- Drive awareness, engagement and quality applications.

	Basic Package	Essential Package	Premium Package
Enhanced Company Profile	\checkmark	✓	\checkmark
BrandMax Lite	\checkmark		
BrandMax		√	\checkmark
Featured Jobs*	√5	√10	√ 25
Social Brand Boost** Reach Dice's 5M+ audience on the Meta network		√1	√2
Display Ads: 150k ROS Reach 1.6M Dice monthly visitors			√

^{*}Based on your package, you can receive 5, 10 or 25 Featured Jobs to boost your job visibility and get more applies.

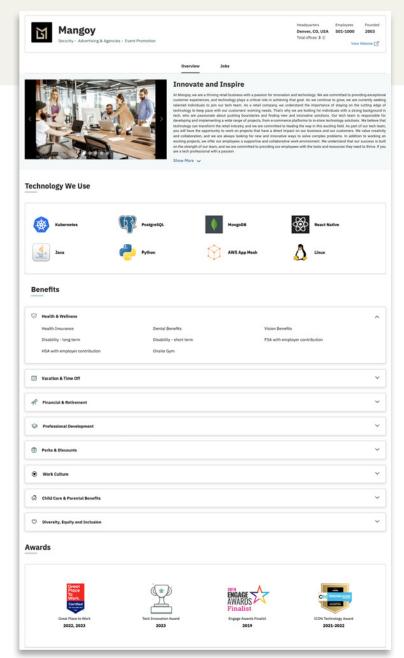
^{**}Essential receives one social campaign, and Premium receives two social campaigns.

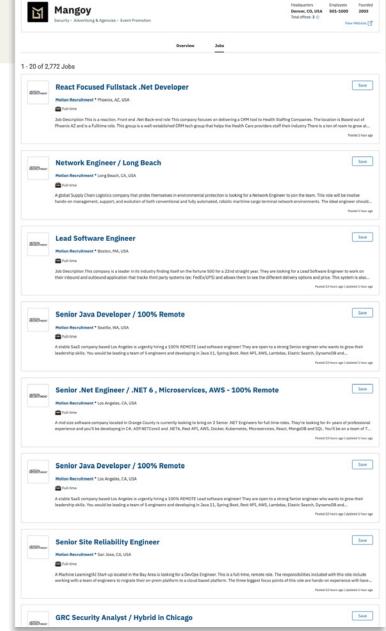
Enhanced Company Profile

Tell your unique company story to attract quality tech talent and find the perfect fit.

Key Features:

- **Tech Stack:** Signal to tech professionals the types of technologies you use at your company to attract the right talent.
- Office Policy: Help tech professionals find the right fit for their remote or on-site preferences.
- More Company Culture Insight: Showcase your benefits, awards and accomplishments.
- Job Postings Tab: Tech professionals can quickly access your open roles under the "Jobs" tab on your profile.





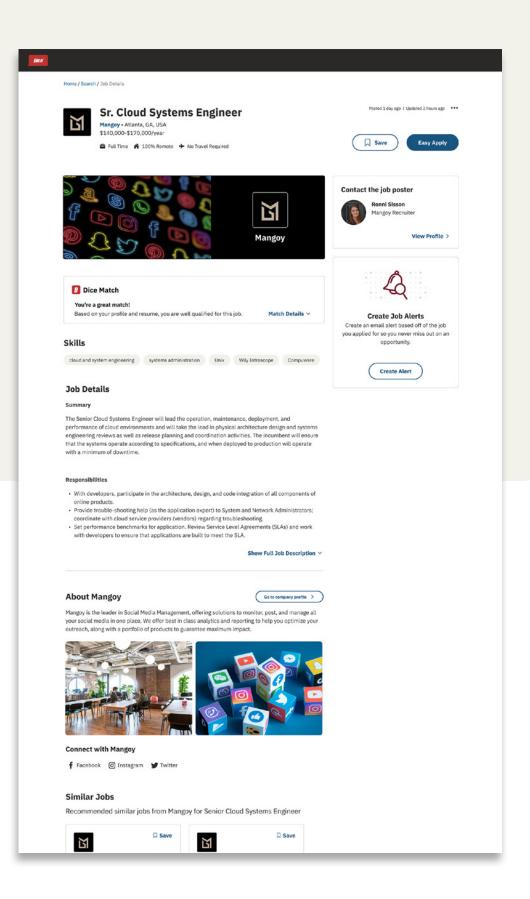
BrandMax

Brand your job posts to drive additional awareness and create a consistent experience across your Company Profile and jobs.

Key Features:

- Give your job postings additional company branding to highlight workplace culture and benefits.
- Brand job postings with your company logo, pictures, videos and "about" section.

Note: BrandMax Lite includes all the above except for videos.

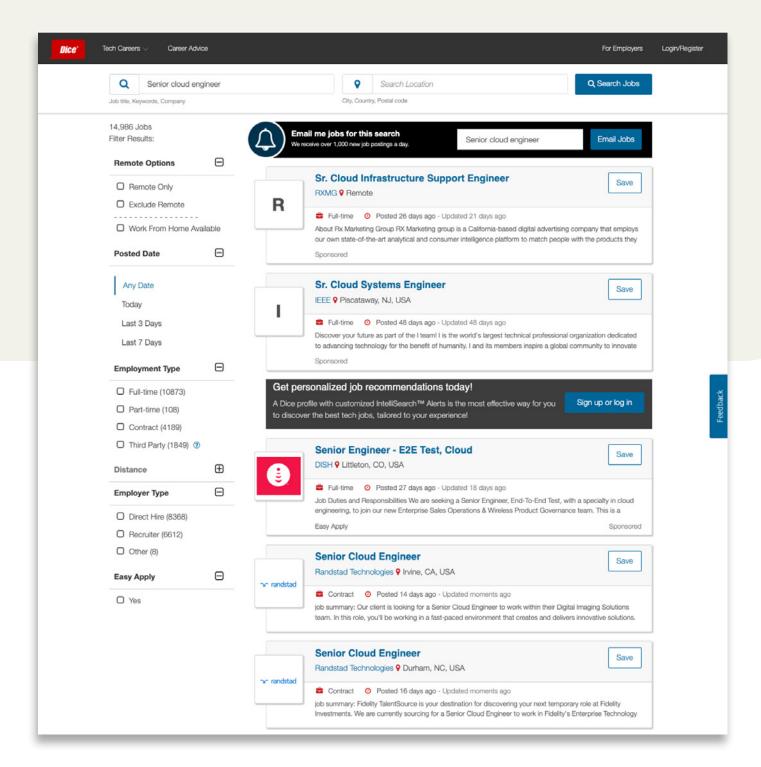


Featured Jobs

Your jobs will appear at the top of search results and receive more applications than standard postings.

Key Features:

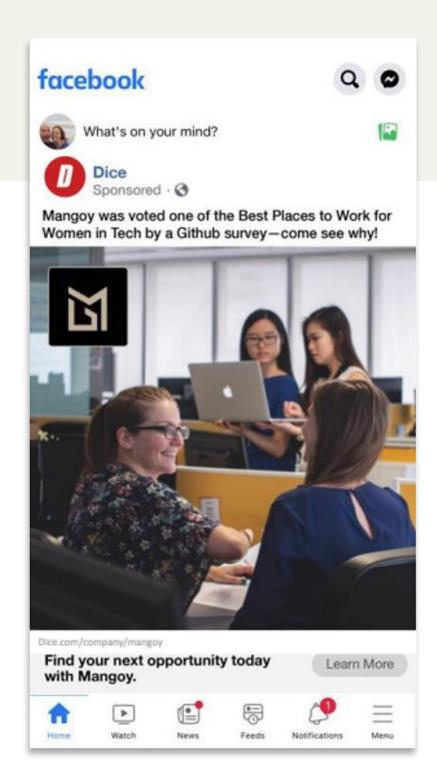
- Ensure tech professionals see your job postings first.
- Push competitor job postings below yours in the search results.



Social Solutions

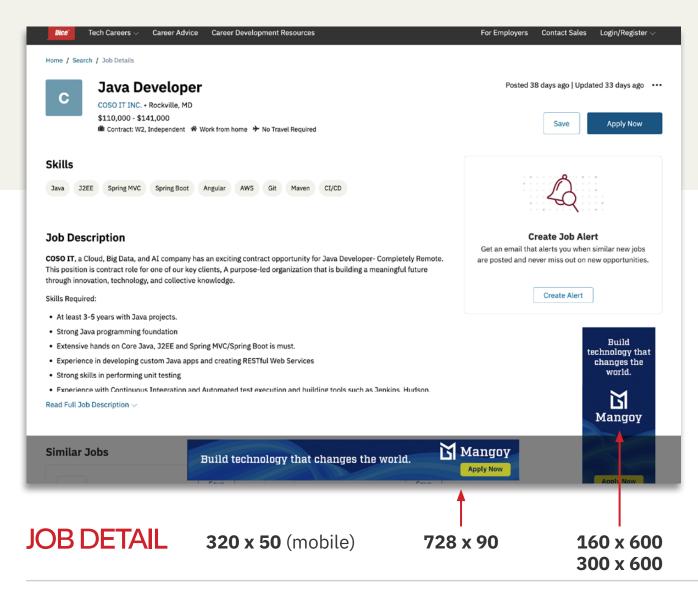
Increase your brand awareness and reach Dice's 5M+ audience of tech professionals across the Meta network.

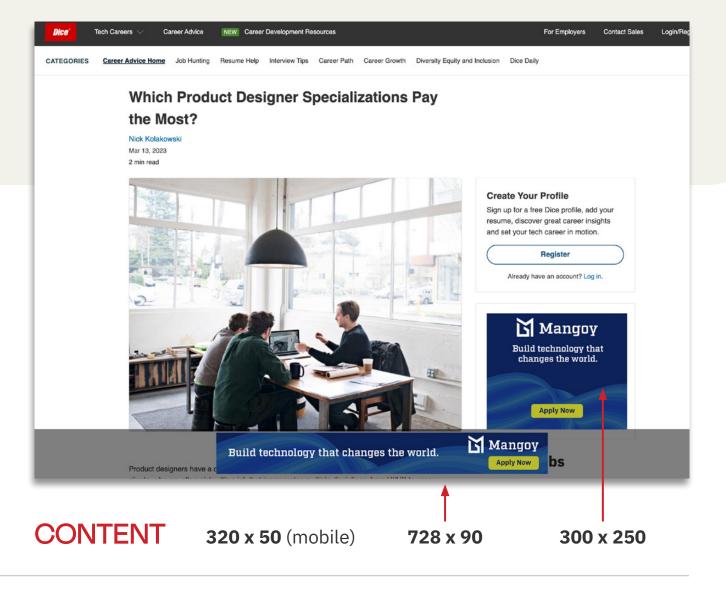
- Social Job Boost: Social campaign that features ads across social platforms to increase quality traffic to your job postings on Dice.
- Social Brand Boost: 4-week social campaign that increases awareness and drives traffic to your Company Profile on Dice.
- Social Clicks Campaign: Run a large-volume off-site campaign to drive quality clicks to your landing pages.



Display Advertising

Ensure high visibility by putting your brand in front of 1.6M unique monthly visitors.





With an average of 7 minutes 20 seconds per visit, you're well-positioned to target top candidates by:

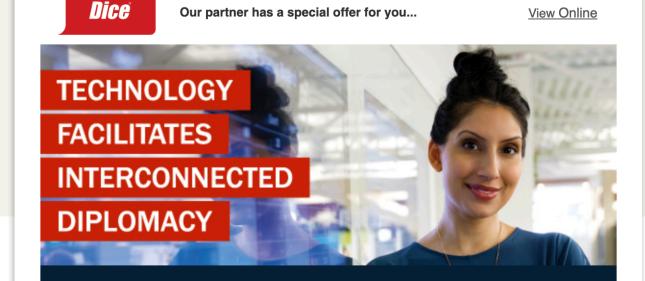
- Skill
- Search Terms
- Site Placement
- Job Title (Current/Desired)
- Travel Availability
- Relocation Availability

Targeted Emails

Deliver your message directly to a candidate's inbox.



Target relevant candidates by location, skills, title, experience, education and more to attract your ideal talent. Our opt-in audience is comprised of more than 200K tech professionals.



The U.S. Department of State's workforce serves on the front lines of U.S. diplomacy working in more than 270 U.S. embassies, consulates, and missions around the globe. Our technology professionals are dedicated to managing, maintaining, and repairing the Department's radio, telephone, and computer networks for diplomats. We rely on experts like you to keep our systems secure and connected.

Today, the Department's Bureau of Information Resource Management is looking for competitive talent with your skills to fill a variety of Foreign Service Specialist positions: Information Management Specialists (IMS), Information Management Technical Specialists - Radio (IMTS-R), and Information Management Technical Specialists - UC (IMTS-UC). In these roles, you will work on technology solutions that support American diplomatic efforts and help to advance peace and prosperity throughout the world.

Applications for the IMTS opening are being accepted now through 9/14/2021. Click <u>IMTS-R</u> to apply.

You can <u>register</u> any time to take the IMS test. And you can sign up under Keep Me Informed to receive a notification with the IMTS-UC position opens at the end of September.

If you have specific questions, you can contact us at: **DOSITRecruitment@state.gov**

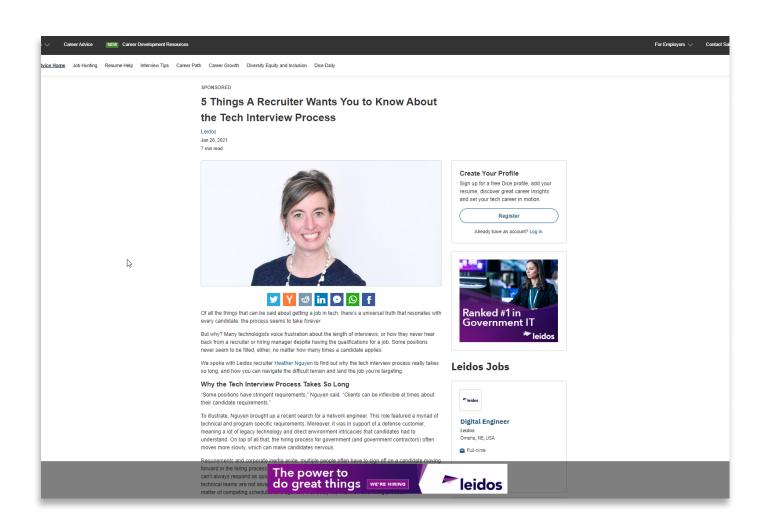
Apply Now





Sponsored Content

Extend your social reach and promote your brand with content designed to drive engagement.



- Audience insight: Dice understands our audiences and uses insights to focus on topics designed to generate the most engagement.
- Editorial expertise: Our team creates highly relevant and engaging content where it's needed, including industry news, career advice and more.
- **Drive engagement:** Dice takes a multi-channel approach to amplify sponsored content to reach the widest possible audience.

Newsletter Banner Ads

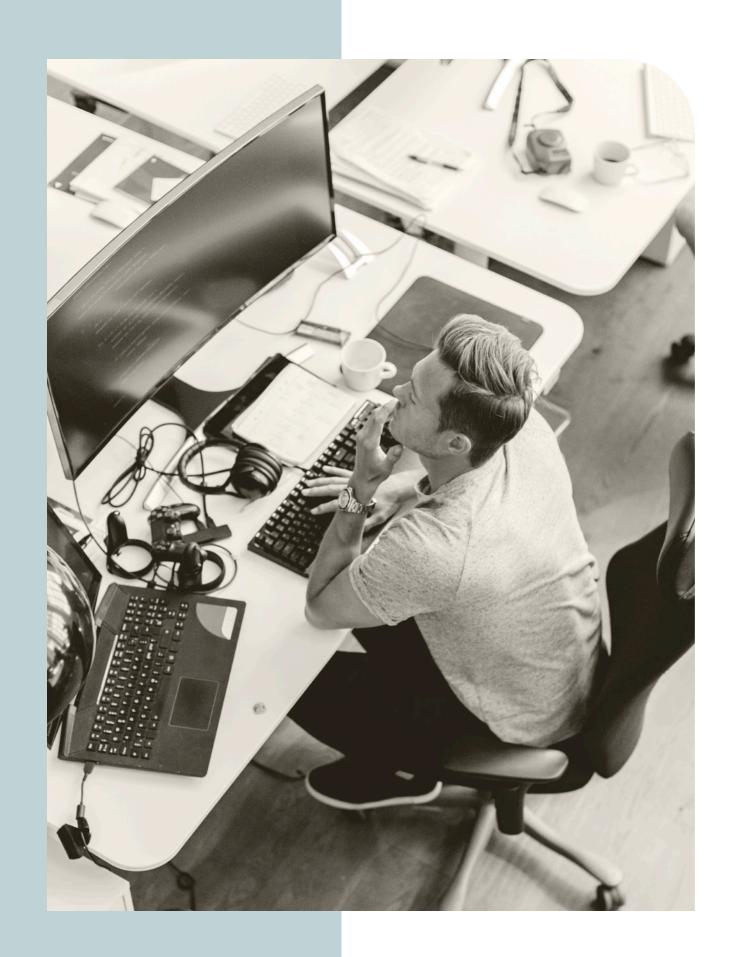
Promote your content with Dice and make an impression that lasts.





Broadcast your jobs, educational offers, events and content to a dedicated audience of over 600K highly engaged users in the *Dice Weekly* newsletter.

- 600 x 150 pixels
- 300 x 300 pixels (mobile)
- 200–400 clicks



About Dice

Dice is the indispensable career marketplace for technology professionals and the organizations seeking to hire them — effectively and efficiently matching the best job opportunities with the highest qualified talent. Dice effortlessly matches the most relevant tech professionals to your roles in real time — saving you critical time and giving you an advantage over the competition.

Learn more at Dice.com or call 800-662-0460.