

Job seekers, Recruitment Media and Employers must not underestimate the power of the “other” job boards.

**Niche and Local Job Boards fill more positions than the big three national job boards combined.**

**Washington DC – (June 17, 2004)** – Wanted Technologies <http://www.wantedtech.com> today released a market share report demonstrating that local and vertical job boards more than often offer more job ads than the big three national job boards combined.

The report covered the number of job advertisements posted by Job Board in the nation’s Top 5 circulation MSA’s for the second week of June 2004. Over 300 employment sites were audited. The report excluded free job boards such as America’s Job Bank and without duplication from any ads posted before or after the time period.

**Percentage of Ads by MSA**  
**June 6-12, 2004**

	Monster	Careerbuilder	Hotjobs	Other Sites
New York	13%	14%	10%	63%
Los Angeles	20%	14%	12%	54%
Philadelphia	13%	23%	7%	57%
Chicago	15%	17%	8%	60%
San Francisco	13%	9%	22%	56%

Specialized job boards such as BioView and strong online local sites such as the New York Times Job Market and Atlanta Journal Constitution are great examples of strong quality recruitment media.

“Newspapers play a big part in local employment markets, often even lead within their markets due to their strong local foothold” added David Tanguay CEO of Wanted Technologies. “Their online strategies have really started to get some serious traction”.

“You can be assured we will never take our eye off Monster, Career Builder and or Hot Jobs in any CNI market.” said C. Dean Welch Director of Classified and Internet Advertising at Cox Newspapers Inc. “However, there are a lot of other web sites that need to be watched. In fact, what we have found is that outside of ourselves and the other three sites mentioned, in most markets, the remaining recruitment sites combined have a stronger market share than the big three and in some cases stronger than we have. These niche recruitment sites have the capability of taking away specific segments of our market that are extremely important. We feel it is imperative to offer the most comprehensive list of jobs that reflect the breakdown of positions available in our local communities. This is what Wanted Technologies delivers to CNI markets that no one else has shown they can do.”

A report by CareerXRoads called 'Source of Hire' Survey reveals that “Niche job sites were a larger source of hires from the Internet in 2003 than leading job boards combined” CareerXRoads estimates that there are over 2500 job boards in the US.

#### About Wanted Technologies

Wanted Technologies Inc. is leading provider of live, on demand competitive intelligence solutions. Wanted Technologies' comprehensive family of RAM solutions helps customers to capture, track and report on recruitment advertising activity by market, category, media and employer throughout North America.

For more information visit: <http://www.wantedtech.com>

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