



**WANT TO  
HIRE MORE  
WOMEN?**

**TELL THEM  
YOU'RE  
LOOKING  
FOR THEM.**

After years of receiving phone calls, emails, LinkedIn messages and tweets from agencies desperate to hire more women, The 3% Conference had a eureka moment. Instead of trying to recommend candidates from our own memory banks (who lives where? who's ready for a move? who has automotive experience?), we realized there had to be a better way.

### **ANNOUNCING 3% JOBS.**

Putting job opportunities in front of our entire community ups the odds of more women applying for – and being hired – into these agency openings.

Now in our fifth year, The 3% Conference has a large, vibrant community of female creatives at all levels, plus men who advocate for a more gender-equal ad world. A 3% Jobs Package puts your job opportunity in front of 63,200 seasoned ad folks who are part of our collective Facebook and Twitter followers, and our private LinkedIn group members. These people have proactively raised their hand to be part of our community, voicing their desire for a more gender-equal ad world. The result? They're highly motivated to apply themselves for opportunities and/or share good opportunities within their network.

### **HOW IT WORKS:**

Send the job description to [jobs@3percentconf.com](mailto:jobs@3percentconf.com). Be sure to include the job title, city, agency name, salary (optional), desired years of experience or industry-specific experience sought. Include an email reply to address or link to posting on your site where applicants can apply.

Your job posting will be posted in the following 3% Channels:

Facebook	6,300	One posting
Twitter	18,150	Three tweets
LinkedIn private group	2,450	One posting
<b>TOTAL Reach:</b>	<b>63,200</b>	

Cost is \$333 and is payable by credit card or by check made payable to The 3% Movement.

**THE 3% movement**  
DIVERSITY = CREATIVITY = PROFITABILITY