



APPENDIX A

Source Interlink Career Opportunity Form

POSTING DATE: February 8, 2010

POSITION: Marketing Director (Digital)

DEPARTMENT: Source Interlink Media/Automotive.com

LOCATION: Irvine, CA

REPORTS TO: Chief Revenue & Marketing Officer

FUNCTIONS:

Automotive.com/Automotive Digital began its inception in 1996 and is the digital arm of Source Interlink Media. The digital group maintains one of the largest sourcing networks of any car buying website boasting an average of 34 million page views and 12 million visitors per month. Automotive Digital owns the automotive enthusiast websites for magazines that are published by Source Interlink Media. Our most popular magazine brands include; Motor Trend, Automobile, Super Street, Low Rider and over 50 more automotive enthusiast magazines.

REQUIRED QUALIFICATIONS:

- Conceptualize and sell innovative cross-digital media (online, wireless, video-on-demand, TV, etc.) marketing solutions to large national advertisers
- Develop idea-driven responses to RFP requests including impression-based banner, sponsorship, and email campaigns
- Maintain ongoing business relationships with key advertisers and agencies
- Prioritize and support online sales efforts of endemic market sales staff
- Deliver budgeted revenue targets through sales efforts
- Manage various audience-development marketing initiatives and strategic partnerships
- Contribute to digital content development and distribution strategies
- 5 years online sales and marketing experience preferred
- MBA preferred
- Ability to manage customized digital-based marketing solutions from concept development through the selling cycle and program execution
- Must have knowledge of Digital Research (ComScore, etc.)
- Print background and knowledge of automotive industry preferred, but not required
- Ability to work in constantly changing, entrepreneurial environment
- Web- savvy and proficient in all Microsoft Office applications, including Power Point, Outlook, Word and Excel
- Ability to learn online traffic system and ad system

- Possess strong organizational, negotiation, communication and interpersonal skills
- Self-starter with ability to be innovative and think out of the box
- Results oriented
- Positive attitude dedicated to overall company goals

EQUIPMENT, SOFTWARE USED:

- Personal Computer
- Microsoft Office

HOW TO APPLY FOR THIS POSITION:

Mail, fax or email resume, letter of interest, internal job posting application, and any other relevant information you would like to submit to:

NAME: Human Resources
ADDRESS: 774 S. Placentia Ave.
Placentia, CA 92870

FAX: 714-939-2526

EMAIL ADDRESS: career@sorc.com