

# Hit the Jackpot: An RTD Digital Recruitment Campaign

Category 2b: Best Marketing/Communications to Highlight Transit Need/Funding

Electronic Media

WebMD HEALTH A-Z DRUGS & SUPPLEMENTS LIVING HEALTHY FAMILY & PREGNANCY NEWS & EXPERTS

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**SHOW ME THE MONEY!**  
DRIVE FOR US AND WE'LL PUT \$2000 BIG ONES IN YOUR POCKET. RTD

**Path to a Breakthrough: Precision Medicine**  
Our Special Report reveals how this personalized approach to medicine helps find a rare genetic disorder and save a child's life.

**Bug Bites and Stings**  
Learn how to tell what bit you and when you should see a doctor.

**Is the 1-Minute Workout Too Good to Be True?**

**MOOLAH DOUGH DINERO CABBAGE**

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RTD

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**ENTERTAIN THIS**

ABC chief vows to increase 'Bachelor' diversity  
Colbert, Corden come for nude Orlando Bloom  
Gisele has a golden catwalk at Olympics ceremony  
Hugh Laurie's a very different doctor in 'Chance'  
'The Bachelorette' JoJo Fletcher on her future  
'The Bachelorette' JoJo Fletcher on her future  
Blues Traveler to postpone tour for medical...  
'Black-ish' welcomes baby, and more

**HIT THE JACKPOT!**  
DRIVE FOR US AND WE'LL PUT \$2000 BIG ONES IN YOUR POCKET. RTD

**RIGHT NOW**

When RTD faced a dire driver shortage in 2016, we turned to a comprehensive digital campaign to find quality applicants in some unusual placements.

**HAPPY BIRTHDAY TO YOU!**  
 DRIVE FOR US AND CELEBRATE WITH A PAID DAY OFF.

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**HAPPY BIRTHDAY TO YOU!**  
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World News

POSTAL SAVINGS BANK OF CHINA

Hannity  
 Fox News host stumps for Trump

FIRST REPUBLIC BANK  
 First Republic understands the banking needs of the medical industry.  
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The biggest IPO of 2016 raises \$7.4 billion

**Step 1 - Set the Emergency Break**

You need to make sure that the car will not move while you do the repairs, so it is best to set the emergency break before starting anything else.

**Step 2 - Suck Out the Dent**

In case the dent is small or you can't reach behind it properly, it is better to suck out the dent using a plunger. Center the plunger over the dent and push it in, exactly the way you do with a clogged toilet. This may not work in the first attempt, so give it some tries.

**Step 3 - Use Dry Ice**

If a plunger doesn't solve the problem, try dry ice. Put on protective gloves, as prolonged skin exposure to dry ice can cause injuries similar to burns, and then place a block of the dry ice over the dent. If you are fortunate, ice will be able to pull it out, but you might need to repeat the process a time or two to get it to work.

**Step 4 - Banging Out the Dent**

If either of the above methods doesn't work, banging out the dent is one last option. Place yourself behind the dent properly; if required, remove the bumper or drive onto jack stands. It is advised that you get someone to brace the dent from the other side so that it doesn't pop out the other way. You'll need them to cover the dent with a silicone cutting mat.

**TIAA** START NOW  
 C.22781

**AUTO REPAIR**  
 DIY Paintless Dent Repair

**AUTO MAINTENANCE**  
 How to Remove a Creased Car Dent

**BIRCHBOX**  
 beauty made simple  
 Join Now

**HAPPY BIRTHDAY TO YOU!**  
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RTD  
 RTD Advertising

Programmatic digital media along with display advertising, google search ads, audience sponsorship, social media and diversity sites advertising contributed to a 400% increase in traffic to the bus and rail operator landing page.

USAA and  
2015

Veteran Jobs Home

Hiring Vets

Job Search

Transition Center

Security Clearance Jobs

Skills Translator

Career Advice

Job Fairs

Veteran Employers

es present the  
Veterans.



BENEFITS > MILITARY PAY > MILITARY PAY CHART

# Proposed Military Pay 2017



Military.com

August 31 Update: President Obama has sent a letter to Congress repeating his support for a 1.6% military pay increase. In it he states "This decision is consistent with my fiscal year 2017 Budget and it will not materially affect the Federal Government's ability to attract and retain well-qualified members for the uniformed services."

House lawmakers have released a proposal for troops to receive a 2.1 percent pay raise in 2017. The White House has already requested a 1.6 percent pay raise for 2017, which is higher than 1.3 percent increase Employment Cost Index, which tracks civilian labor costs. The index for 2017 is projected to be 2.1 percent, according to the Congressional Budget Office.

If the 1.6 percent pay raise is passed into law, it will mark the fourth year troop pay has not kept pace with the private sector. The pay proposal is part of a larger \$582.7 billion Pentagon budget proposal for fiscal 2017, which begins Oct. 1.

To see the White House's proposed 2017 pay rates, see [this chart](#).

To see the 2.1 percent pay raise proposal, see [this chart](#).

To see your military pay for this year, visit the [Military.com Pay Chart page](#).

Download Military.com's Pay App for [Android](#) or [iOS](#).

Related Topics Military Pay, Featured

## MILITARY PAY TOPICS

- Military Pay
- Military Pay Charts
- Basic Allowance for Housing (BAH)
- Allowances
- Basic Pay
- Military Bonuses
- Reserve and Guard Pay
- Retirement Pay
- Special Pay
- Veteran Pay

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- Retirees
- Veterans
- Spouse and Family
- Reserve/Guard

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HIT THE JACKPOT!

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YOUR ACE IN THE HOLE

DRIVE FOR US AND GET A RETIREMENT PENSION PLAN



## Email blasts



**HAPPY BIRTHDAY TO YOU!**  
DRIVE FOR US AND CELEBRATE WITH A PAID DAY OFF.

**Just another great benefit of being an RTD Driver**

What sets us apart from all the rest? At RTD, we believe happy employees make our customers happy. That's why we do the little things and the big things to make employees feel special. Like giving you a paid day off on your birthday when you become a bus driver or light rail operator. Our complete benefits package also includes pension and retirement savings plans, medical, dental, growth potential, and much more. We also offer a \$2000 signing bonus paid in installments upon completion of training. [View all of our amazing benefits.](#)


Becoming an RTD bus driver or rail operator is an excellent opportunity with great growth potential. We're looking for talented, customer-service driven people to join our team of bus drivers and rail operators. Play an important role in the lives of our customers as you deliver them safely to destinations all over town.

**APPLY NOW!**

Learn more and get started on a rewarding career.

You've received this message because you are registered to receive email from RTD:  
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This email was sent on behalf of the Regional Transportation District  
1600 Blake Street | Denver, CO 80202



**YOUR ACE IN THE HOLE**  
DRIVE FOR US AND GET A RETIREMENT PENSION PLAN

**Just another great benefit of being an RTD Driver**

AT RTD, we believe happy employees make happy customers. That's why we do the little things and the big things to make employees feel special. Like giving you a retirement pension plan when you become a bus driver or light rail operator. Our complete benefits package is designed to keep you and your family happy and healthy so you can have a long and rewarding career with RTD. In addition to the pension plan, we offer you and your family:

- Health and Dental Insurance
- Life Insurance
- Free access on all RTD service for you and a spouse or dependent
- Free access to all RTD service for you and a spouse when you retire
- Your birthday and anniversary off..paid!
- And so much more. [View all of our amazing benefits.](#)

**APPLY NOW!**

Know someone that is looking for a new career? Forward this email and tell them to apply today.

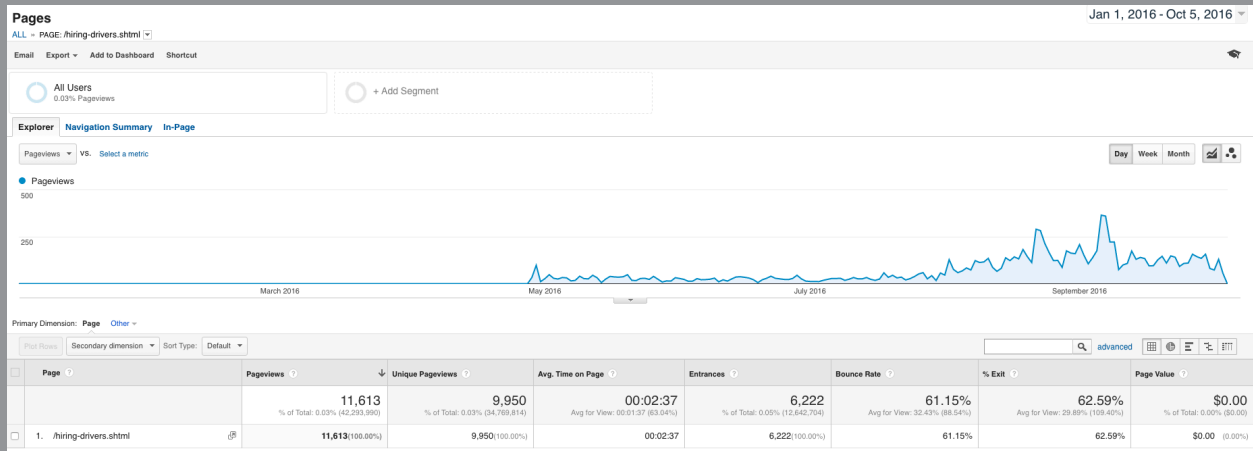
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This email was sent on behalf of the Regional Transportation District  
1600 Blake Street | Denver, CO 80202

Eblasts were an effective way to reach potential candidates. The e-blasts were deployed to approximately 50,000 email addresses and received an open rate of 16%, 225% above industry standards and a click through rate of 14%, 135% above industry standards.

# Web analytics



Our rtd-denver.com/hiring-drivers.shtml web page went live April 28, 2016. Significant increase in page views can be seen starting around August 1, 2016 when the Monster digital ad campaign launched. Peak days are noted when a programmatic buy initiated the recruiting email blasts.