

2011 MEDIA INFORMATION

What We Offer

EmploymentCrossing provides consumers with the largest database of employment opportunities in the world. Unlike traditional job boards, EmploymentCrossing pulls jobs from every employer career page, company website, newspaper classified ad, and recruiter site that we can find.

We have upwards of 2,800,000 jobs coming from all Fortune 500 and Fortune 1,000 companies, all Inc. 500 and Inc. 5,000 companies, 250,000 employers worldwide, with more than 204,275 jobs added each day. New positions are posted 24 hours a day.

We are clearly the market leader, with the largest, most comprehensive, and most up-to-the-minute resource for jobs anywhere.

What We Produce

In addition to our proprietary job database updated 24 hours a day, EmploymentCrossing delivers exciting content that makes it the destination site for professionals and job seekers.

You'll find everything from in-depth articles on controversial issues to profiles of interesting personalities, analysis of the marketplace, book reviews, lifestyle features, and trends. Our dynamic content keeps our members coming back to our site again and again, making them a perfect audience for your advertising. Our members renew their subscriptions each month on an ongoing basis, and our membership grows daily.

EmploymentCrossing is a leading company that is solely devoted to advancing professionals from all different levels in every job industry imaginable.

EMPLOYMENTCROSSING AT A GLANCE

TOTAL ACTIVE JOBS ON SITE

1,691,708

NEW JOBS ADDED EVERY DAY

204,275

NUMBER OF EMPLOYERS IN
OUR DATABASE

250,000

NUMBER OF JOBS VIEWED
EACH DAY

10,980

NUMBER OF MONTHLY 1ST
STEP SIGN UPS

27,000

NUMBER OF NEWSLETTERS
SENT OUT WEEKLY

175,000

NUMBER OF JOB ALERTS SENT
OUT WEEKLY

52,000+

NUMBER OF PAGE VIEWS PER
MONTH

10,000,000+

2011 MEDIA INFORMATION

Your Market



EmploymentCrossing's members comprise a perfect demographic for advertisers who want their products and services to be considered by those who have the disposable income and inclination to purchase.

OUR MEMBERS ARE:

ACTIVE

EmploymentCrossing averages more than 50 million distinct hits a month, a statistic that can't be overlooked by advertisers who want wide exposure for their products. With the largest number of industry-specific and geographic –specific jobs and rich, exciting content, EmploymentCrossing has become a must-visit place for all kinds of professionals and job seekers.

Our community is large, strong, and active. Make it your community as well.

DIVERSE

Our comprehensive job board attracts a broad spectrum of job seekers from engineers to doctors, from recent graduates to postdoctoral fellows, and from business analysts and data systems analysts to marketing managers and administrative staff.

Our members come from every state in the nation, with large clusters in the major metropolitan cities in California, New York, Texas, Florida, Illinois, and Washington, DC.

WELL EDUCATED

Because we cater to a select group of professionals, the only people who flock to our

2011 MEDIA INFORMATION



site in droves and use it are people who understand the value of career and success—in fact, our research shows most of our users have masters degrees (or higher). Our subscribers are smart and sophisticated... exactly the type of consumers you need to reach.

WIDE COVERAGE

EmploymentCrossing provides job seekers the freedom to browse through and access jobs across more than 120 industry niches and 100+

geographic-specific areas. We have job seekers finding C-level jobs as well as managerial jobs. We also have thousands of candidates looking for \$100K jobs or government jobs. We cover professions ranging from engineering and IT to education, healthcare, marketing & sales, PR and advertising, finance, construction, and just about every other industry out there.



2011 MEDIA INFORMATION

JOB POSTING WITH EMPLOYMENTCROSSING

Thousands of candidates: One place to get the best: EmploymentCrossing.

Advertise Your Jobs with EmploymentCrossing

Do away with complicated contracts and time-consuming registration processes.

What Featured Jobs Cost

Level	Credits	Duration	Price / Credit
I	01 - 10 Credits	30 Days	\$199.00
II	11 - 30 Credits	30 Days	\$172.00
III	31 - 50 Credits	30 Days	\$144.00
IV	51 - 60 Credits	30 Days	\$130.00

*The number of credits corresponds to the number of featured jobs you can post.

*Act now and take advantage of our multiple job posting options. Purchase a higher number of credits and save more by posting more Featured Jobs.

The EmploymentCrossing Featured Job Advantage

- Your featured jobs will appear as top search results and get maximum visibility and more views than normal jobs.
- You can also increase your views by adding your logo beside your job at no additional cost.
- Get more job seekers to notice your job by choosing a different font color and type face for each job listing so that you literally stand out from the crowd.

JOB TYPE			
date	location	company	job title
May 04, 11	USA-NY New York City	*****	Business Development Director
Industry: Services - Marketing Job Title: Business Development Directs Reference: 3650231 Location: New York City Job Summary: International service provider specializing in healthcare and med...			
May 04, 11	USA	*****	Enterprise Project Manager
organization within the "MEMBERS ONLY" SIGN UP NOW!!! Technology group of more than 2,000 professionals, you will be based in Pittsburgh, PA and part of a diversified financial services firm that reflects the needs, values and goals...			
May 04, 11	USA-PA Pittsburgh	*****	TECH SUPPORT SPEC SR
of "MEMBERS ONLY" SIGN UP NOW!!! Information Technology group of more than 2,000 professionals, you will be based in Pittsburgh, PA and part of a diversified financial services firm that reflects the needs, values and goals...			
May 04, 11	USA-NY New York City	*****	Senior Application Engineer - 12677 Job
The Senior Application Engineer will be responsible for enterprise-wide application standards, patterns and lifecycle. This includes: researching new products and changes/updates/patches for...			
May 04, 11	USA-MB Bloomington	*****	Administrative Assistant
Interacts with "MEMBERS ONLY" SIGN UP NOW!!! Technical Writing Jobs Administrative Assistant Description: At Cummins, regardless of your degree or area of expertise, you have the capacity and the opportunity to move...			

Other Added Advantages at No Additional Cost

Featured jobs are included on top priority in our daily job alerts.

Our weekly EmploymentCrossing news alert will include all of your featured jobs with the highest priority.

You Can Also Advertise Your Jobs for FREE

We are the largest free resource for advertising your job openings. Post your job openings to the outside world — increasing your pool of potential candidates by hundreds of people, and potentially many more!

2011 MEDIA INFORMATION

Advertising Rates for EmploymentCrossing.com

EmploymentCrossing provides more traffic daily than any other career site, including job boards and recruiters.

Your ability to target a specific market is unparalleled. Why? Because each profession/industry and geographic location has its own channel on the site, allowing you to target them specifically. For example, if your market is local to Chicago, you can advertise only on the pages of EmploymentCrossing that include Chicago jobs.

That's targeted marketing at its best.

Check out our rates below and pick the ad that works best for your business.

HOME PAGE

The main page of EmploymentCrossing.com contains links to 120+ professions and industries and 100+ geographic locations. Space is available from \$10/CPM to \$35/CPM.

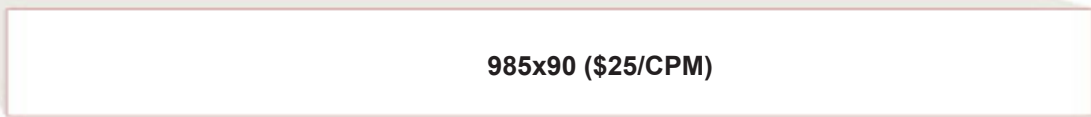
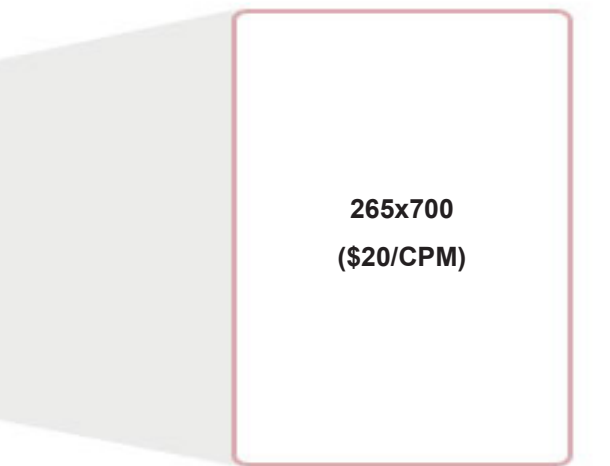
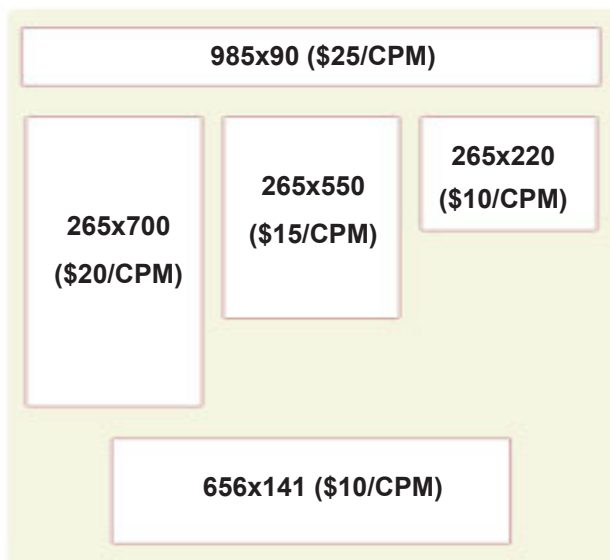
985x90 (\$25/CPM)



2011 MEDIA INFORMATION



Banner Sizes



2011 MEDIA INFORMATION

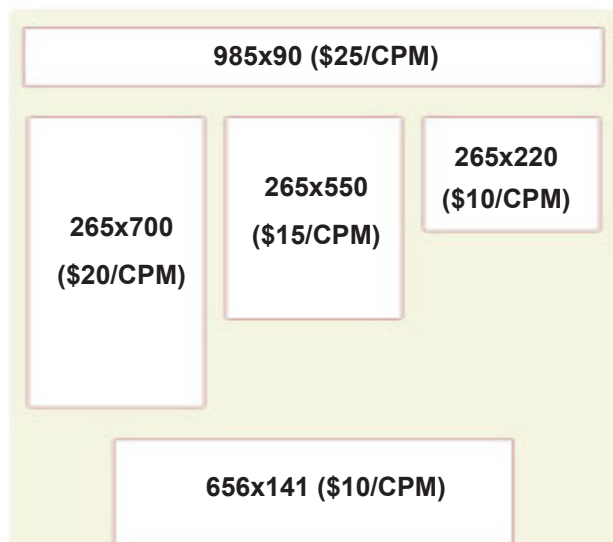
INTERIOR CHANNELS

The main page of EmploymentCrossing.com contains links to 120+ professions and industries and 100+ geographic locations, each of which targets a specific market.

Advertising on a link dedicated to your target audience enables you to exponentially increase your market penetration. Interior pages feature articles with a dedicated readership base.

Space is available from \$5/CPM to \$25/CPM.

Banner Sizes



TARGETED

There are 120+ professions and industries and 100+ region-specific pages. Each targets a specific market – whether it is industry-specific channels like manufacturing, customer service, engineering, etc. or region-specific channels like Chicago, Los Angeles, etc. Advertising on a link dedicated to your target audience enables you to exponentially increase your market penetration by advertising to targeted and local customers. Interior pages feature articles with a dedicated readership base.

Space is available from \$5/CPM to \$25/CPM.

468x60 (\$750/M)

INFOMERCIALS AND SPECIALIZED ADS

Infomercials serve as stand-out advertising to vendors who desire to reach potential customers with more than just a banner. Each infomercial appears as a layout with your company logo and text.

2011 MEDIA INFORMATION

FEATURED EMPLOYER

Maximize visibility for your company by becoming a Featured Employer.

Here are the attention-grabbing features that you can take advantage of:

Featured Employer Banner Space on the Home Page of EmploymentCrossing

EmploymentCrossing receives over 10,000,000 page views per month, which your business can take advantage of by featuring your banner to drive customers to your website!

Ability to Add Your Corporate Video for Enhanced and Effective Branding

If a picture is worth a thousand words, how much more can a company video help promote your business and help customers understand what you're selling and why they need it?

Your Own Special Profile Page on EmploymentCrossing Which Enables You to Promote Your Business to Your Potential Candidates and Business Associates

Job seekers may be more willing to look at your company profile on EmploymentCrossing because they already know and trust EmploymentCrossing and can learn about your company directly from a trusted source.

You Get Your Company's Name and URL Indexed on Major Social Networking Sites like Facebook and Twitter

Over 500 million people use Facebook and 190 million accounts are on Twitter, making the potential for marketing immense, with nearly 700 million total users that could potentially hear about your company and visit your website. We do all of the legwork for you so that your company is indexed and available on Facebook and Twitter.

2011 MEDIA INFORMATION

The EmploymentCrossing News Flash

The EmploymentCrossing news flash is our e-newsletter sent out weekly to more than 175,000 professionals who are actively interested in managing their careers.

The weekly news bulletin collects the latest job market updates, career advice, articles, news, profiles of prominent personalities and everything else that we find that is valuable to job seekers. It serves as an invaluable tool in any professional's career tool kit.

EmploymentCrossing currently commands a newsletter subscriber base of over 175,000, a target audience any employer cannot afford to ignore.

Sponsorship Options for the EmploymentCrossing Newsletter:

- a) **Leaderboard banner Ads**
- b) **Spotlight Ads**
- c) **Footer Ads**

A) Leaderboard Ads

Leaderboard banner ads are the most popular type of ads, gaining attention from the largest number of newsletter readers. This is because of the prominent position of the ad – we display it at the top navigation bar of our newsletter.



The screenshot shows the top of the EmploymentCrossing newsletter. At the very top is the logo "employment#crossing" with the tagline "THE MOST QUALITY JOBS – ANYWHERE". Below this is a blue banner with white clouds. Underneath the banner is a yellow section titled "The Job Researcher" with the date "Wednesday, May 4, 2011". To the right of the title is a link "forward this to a friend". Below the yellow section is a white area with several columns of content. The first column is titled "Jobs Near You" and lists various cities and phone numbers. The second column is titled "Career Resources" and lists several articles. The third column is titled "Most Viewed Jobs" and lists several job titles. The fourth column is titled "Job Market News" and lists several news items. At the bottom of the newsletter is a footer with the text "Founders of YouTube Buy Internet Bookmarking Service Delicious from Yahoo!" and the date "dated: 04-27-2011".

2011 MEDIA INFORMATION

Jobs Near You

- Atlanta, GA (17512)
- Chicago, IL (22263)
- Houston, TX (21787)
- New York City, NY (48561)
- Seattle, WA (14246)
- Boston, MA (14346)
- Dallas, TX (15744)
- Los Angeles, CA (18147)
- San Francisco, CA (17895)
- Washington, DC (19519)

[sign up now](#)

Most Viewed Jobs

- Installer / Technician (Cherokee, Iowa)
- Installer / Technician (West Memphis, Arkansas)
- Installer / Technician (Thornwood, New York)
- Sr. Director Clinical Research Oncology/Nephrology (,)
- Installer / Technician (Lake Havasu City, Arizona)

Job Market News

Founders of YouTube Buy Internet Bookmarking Service Delicious from Yahoo!

dated: 04-27-2011

Although you may have never heard of Chad Hurley and Steve Chen, you've certainly heard of the wildly popular site that they founded: YouTube. These two web entrepreneurs have bought the Delicious web bookmarking service from Yahoo! Inc. and have big plans for the service. Yahoo! sold the service as a result of its plan to ...

[+ read more](#)

- Toyota to be Back at Full Production by the End of 2011
- North Carolina Getting 1,200 New Call Center Jobs
- First Job Market Increase in More Than 3 Years for Las Vegas
- Two Nationwide Dollar Stores Chains Plan to Open More than 500 Stores

Career Resources

How to Resolve the Mouse Issue at Work

Don't Put Your Career on Autopilot: Two Steps to Your Next Level of Performance

Four Things You Didn't Know about Your Resume and Didn't Know to Ask

Resume Bloopers

I demand a salary commiserate with my extensive experience

Client Testimonials

I appreciate the online application of resume and cover letter on EmploymentCrossing. It saves a great deal of time.

Spotlight Ads

B) Spotlight Ads

Advertisements displayed as Spotlight Ads are posted in a prominent eye catching position in the middle of our newsletters.

C) Footer Ads

Footer Ads are placed at the end, above the footer navigation of the newsletters.

Employment Potentials

Do Your Job Search on Heavy Ground

by Harrison Barnes

Career Mission's Chief Executive Officer, Harrison Barnes, discussed the importance of designing your job search differently from what all the others are doing. Barnes believes that one of the surest ways to succeed in a job search is to follow an...

[+ read more](#)

engine is also fantastic.

Stephen M | Lake Oswego, OR

[+ read more](#)

get the **employmentcrossing** edge on other job seekers today!

[sign up now!](#)

Footer Ads

© 2011 EmploymentCrossing. All rights reserved. Office: 202 S Lake Ave, Unit 250, Pasadena, CA 91101.
If you no longer wish to receive this mail in future: [Unsubscribe here](#)

Ad type	Rate
Leaderboard	\$25/CPM
Spotlight Ads	\$20/CPM
Footer Ads	\$15/CPM

2011 MEDIA INFORMATION

The EmploymentCrossing Job Alerts

Leaderboard Ads

Footer Ads

Research studies suggest that the first to apply to jobs stand a greater chance to land them. The EmploymentCrossing job alerts are latest job updates which are flashed out to job seekers as soon as the jobs hit our site. These customized job alerts are designed to help job seekers take advantage and apply to the jobs of their choice right when we receive them.

On average, 52,000 job alerts are sent out weekly announcing our latest jobs.

Sponsorship Options for the EmploymentCrossing Job Alerts:

- a) Leaderboard banner Ads
- b) Spotlight Ads
- c) Footer Ads

A) Leaderboard Ads

Leaderboard banner ads are the most popular type of ads, gaining attention from the largest number of job alerts readers. This is because of the prominent position of the ad – we display it at the top navigation bar of our job alerts.

B) Spotlight Ads

Advertisements displayed as Spotlight Ads are posted in a prominent eye catching position in the middle of our job alerts.

C) Footer Ads

Footer Ads are placed at the end, above the footer navigation of the job alerts.

Ad type	Rate
Leaderboard	\$25/CPM
Spotlight Ads	\$20/CPM
Footer Ads	\$15/CPM

2011 MEDIA INFORMATION

Get promoted on EmploymentCrossing's Affiliate Sites

EmploymentCrossing's affiliate sites are equally active in the recruitment domain and attract a number of visitors. Get increased mileage by advertising your company on any of our affiliate sites at extremely discounted rates.



A) Employment Authority:

Employment Authority is a career marketing service that researches employer contacts inside of corporations and other employers in the United States and assists high income executives in initiating targeted mailings to those employers. With career advancement as the goal, Employment Authority assists executives, managers, and professionals.



B) Preferred Resumes:

Preferred Resumes is one of the largest resume companies in the world. It specializes in the creation and revision of outstanding resumes for both professionals and students.



C) Recruiter Submitter:

Recruiter Submitter is the fastest means for job seekers to reach hundreds of recruiters across America. Its user-friendly site navigation and a proven track record of success ensure that Recruiter Submitter is unique and gives exceptional results. Recruiter Submitter allows job seekers seeking new jobs to contact every recruiter they choose right away.

2011 MEDIA INFORMATION



D) Recruit Arrow:

Recruit Arrow dedicates itself to the placement of skilled professionals in companies and organizations around the world. Its unique focus on specialized industries allows it to match the best professionals with the top companies and organizations in the United States and worldwide.



E) Resume Boomer:

Resume Boomer is committed to being the preeminent provider of resume distribution services nationally and internationally. Over the years, the firm has grown into one of the leading resume distribution firms.