

Targeted Advertising. Increased Exposure. Increased Traffic.
When every advertising dollar counts, don't throw one single bill away.



In the world of online advertising, there are eyeballs, and then there are eyeballs. If you're advertising on general job boards, you're probably wasting good advertising dollars on audiences you have no intention of attracting. TrueCareers can help you get the increased exposure you want, the quality traffic you need, and more bang for your buck.

Meeting Your Goals.

- Branding** If you're looking for more exposure and awareness of your company, TrueCareers can put your message in front of millions of job seekers, passive and active alike.

- Traffic** If qualified traffic is what you're looking for, TrueCareers' has an expert team of marketers that can help you increase your job views and applications through the use of our advertising vehicles.

- Targeting** Whether you're targeting people nationwide or locally, or sales versus IT, we can get your message in front of the exact folks you need. And rest assured they have degrees, and are highly diverse as well—an added extra bonus of working with TrueCareers!

Reaching the Right Candidates.

Homepage Advertising

- Employer Spotlight
- Homepage Banner Ad
- Homepage "Who's Hiring" Text Link

Diversity Center Advertising

- Premium Diversity Center Sponsorship
- Diversity Center "Who's Hiring" Text Link

Enhanced Job Packages

- Featured Jobs Package
- Spotlight Jobs Package
- "Combo" Jobs Package

Email Advertising

- Targeted Direct Email
- Diversity Direct Email
- Welcome Email Sponsorships

Newsletter Advertising

- Featured Company Profile
- Company Name and Link

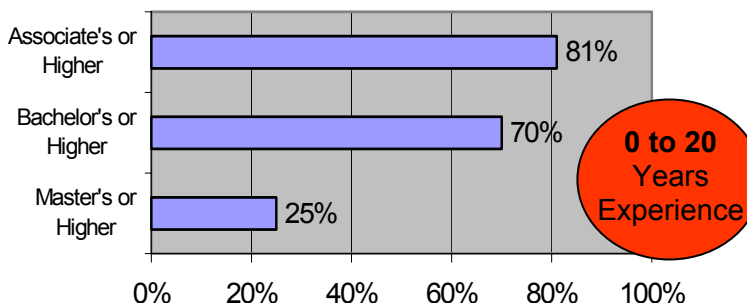
"Run of Site" Advertising

- Search Results Banner Ad
- Pop-Under

Reaching educated candidates has never been so easy.

There's no better place to reach highly educated candidates, where almost every one of them has a degree. TrueCareers is a smart media buy if this is your target.

Candidate Education Levels



Support your diversity initiatives with TrueCareers.

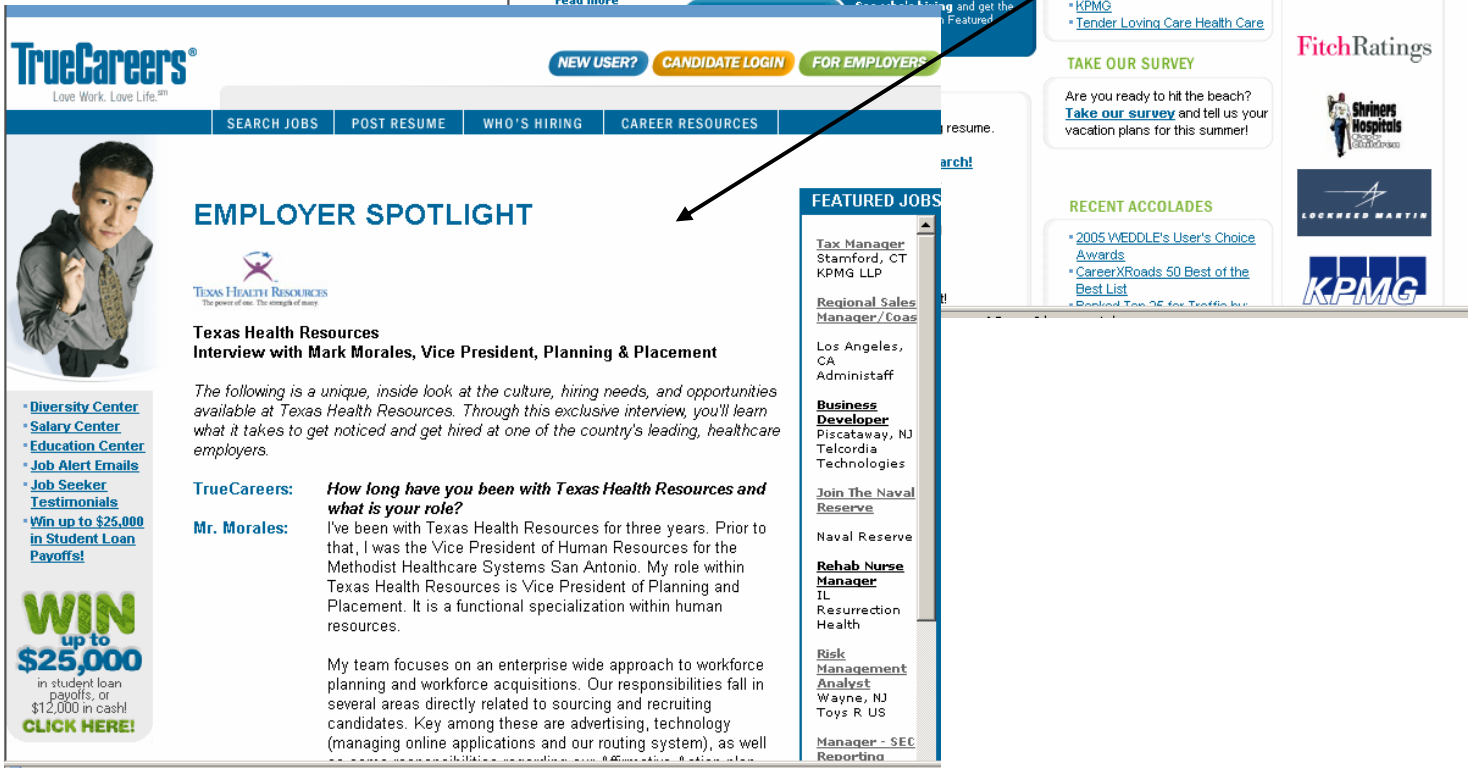
Compared to 2000 U.S. Census data, ethnic minorities are over-represented on TrueCareers by 40%. With over 300,000 diversity candidates registered, TrueCareers can help your diversity hiring.

	US Census Data	TrueCareers Data	Percent of Total 4 yr. Degrees Awarded
African American	12.3%	19.3%	8.7%
Hispanic/Latino	12.5%	7.8%	6.1%
Asian/Pacific Islander	3.7%	4.8%	6.3%
American Indian	0.9%	1.3%	0.7%
Other	7.9%	4.3%	
Ethnic Minorities	25%	37%	

48% More Diverse!

Employer Spotlight

Clients can be prominently featured on our home page with our Employer Spotlight, which links directly to interview questions and answers.



Homepage Banner Ad and "Who's Hiring" Text Link

Homepage Banner Ad

The screenshot shows the TrueCareers homepage with the following elements:

- Header:** TrueCareers® logo with tagline "Love Work. Love Life.™". Navigation buttons for "NEW USER?", "CANDIDATE LOGIN", and "FOR EMPLOYERS".
- Menu:** "SEARCH JOBS", "POST RESUME", "WHO'S HIRING", "CAREER RESOURCES", "EMPLOYER SPOTLIGHT".
- Main Banner:** "Where Millions Of Degreed Professionals Find Jobs With The Companies That Value Them." Includes a "JOB SEARCH:" section with a keyword input field, a "Select a State:" dropdown, and a "GO!" button.
- Left Column:** A woman's photo with a testimonial: "I really like the TrueCareers Who's Hiring E-Mail. It makes my job search easier." with a "read more" link.
- Center Column:** "VISIT OUR DIVERSITY CENTER" (Find employers seeking diverse candidates; receive our Diversity Bulletins) and "SIGN UP TO GET THE TRUCCAREERS GUIDE" (See who's hiring and get the inside scoop on Featured Employers).
- Right Column:** "EMPLOYER SPOTLIGHT" featuring Texas Health Resources, an interview with Mark Morales, hot openings in Hospital Administration, and insider information.
- Bottom Section:** "FEATURED SERVICES" (Resume writing, headhunter help, free career test, salary calculator), "TAKE OUR SURVEY" (vacation plans), and "RECENT ACCOLADES" (2005 WEDDLE's User's Choice Awards, CareerXRoads 50 Best of the Best List, Ranked Top 25 for Traffic by).
- Annotations:** A large black circle highlights the "WHO'S HIRING" section, listing: U.S. Naval Reserve, Saint Vincent Medical Center, KPMG, and Tender Loving Care Health Care. A line points from the caption "Homepage 'Who's Hiring' Text Link" to this circle. Another line points from the caption "Homepage Banner Ad" to the top banner area.

Homepage "Who's Hiring" Text Link

Diversity Center Premium Sponsorship and "Who's Hiring" Text Link

The image shows a screenshot of the TrueCareers website's Diversity Center. At the top, there are navigation links for 'NEW USER?', 'CANDIDATE LOGIN', and 'FOR EMPLOYERS'. Below this is a menu with 'SEARCH JOBS', 'POST RESUME', 'WHO'S HIRING', and 'CAREER RESOURCES'. The main content area is titled 'DIVERSITY CENTER' and features a large advertisement for PepsiCo. The PepsiCo ad includes the text 'Look Who's Hiring Diverse Talent' and lists several companies: AstraZeneca, HSBC, Harris Corporation, American Diabetes Association, USA Today, U.S. Drug Enforcement Agency, Merrill Lynch, Verizon Wireless, and Inova Health System. A 'JOB SEARCH' box is also visible. Below the ad, there are two survey prompts: 'TAKE OUR SURVEY' and 'THE DIVERSITY BULLETIN'. A callout line points from the PepsiCo logo to the text 'Premium Diversity Center Sponsorship'. Another callout line points from the 'WHO'S HIRING' link in the top menu to the text 'Diversity Center "Who's Hiring" Text Link'. A third callout line points from the 'DIVERSITY BULLETIN' section to the text 'Diversity Bulletin'. Below the main website screenshot is a preview of the 'Diversity Bulletin: April 2005' email. This preview includes a 'Featured EMPLOYER' section with the PepsiCo logo and a 'Join PepsiCo Today!' link. A callout line points from this link to the text 'Premium Diversity Center Sponsorship'. The email preview also lists 'View Jobs from Employers Seeking Diverse Candidates' with links to various companies like PepsiCo, BASF Corporation, Colgate-Palmolive Company, Internal Revenue Service, ITT Educational Services Inc., and Sallie Mae. A callout line points from the 'View Jobs from Employers Seeking Diverse Candidates' section to the text 'Diversity Center "Who's Hiring" Text Link'. The email preview also includes a section titled 'New Vistas: These College Grads Are Choosing Different Paths' and a 'Featured EMPLOYER' section with the PepsiCo logo and a 'Join PepsiCo Today!' link.

The TrueCareers *Diversity Bulletin* is received by over 50,000 candidates who have self-nominated themselves to receive emails from employers with expressed commitments to diversity in the workplace

Featured Jobs Package
(7 Jobs)

TrueCareers®
Love Work. Love Life.™

NEW USER? CANDIDATE LOGIN FOR EMPLOYERS

SEARCH JOBS POST RESUME WHO'S HIRING CAREER RESOURCES EMPLOYER SPOTLIGHT

Where Millions Of Degreed Professionals Find Jobs With The Companies That Value Them.

JOB SEARCH:

Enter Keyword(s):
Select a State:
GO!

Money Does Grow On Trees!
Win Up To \$25,000
in Loan Payoffs
or \$12,000 Cash!

TEXAS HEALTH RESOURCES
The power of one. The strength of many.

INTERVIEW WITH
Mark Morales
Vice President, Planning & Placement

HOT OPENINGS
Hospital Administration

INSIDER INFORMATION
Clearly articulate your interest...

LEARN MORE

HIRING COMPANIES

FitchRatings

TrueCareers®
Love Work. Love Life.™

NEW USER? CANDIDATE LOGIN FOR EMPLOYERS

SEARCH JOBS POST RESUME WHO'S HIRING CAREER RESOURCES

NEW USER?
Create an account now, it's quick and easy!

WHO'S HIRING

J.S. Naval Reserve
Saint Vincent Medical Center
PMG
Under Loving Care Health Care

Help

FEATURED JOBS

Risk Management Analyst

Are you ready to hit the beach?

LIKE OUR SURVEY

TrueCareers®
Love Work. Love Life.™

NEW USER? CANDIDATE LOGIN FOR EMPLOYERS

SEARCH JOBS POST RESUME WHO'S HIRING CAREER RESOURCES

EMPLOYER DIRECTORY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z - View All

AAFES
Abbott Laboratories
ABN AMRO
Administaff
American Diabetes Association
American Red Cross
AstraZeneca
Babies R Us

FEATURED JOBS

Tax Manager
Stamford, CT
KPMG LLP

Join The Naval Reserve

Naval Reserve
Manager - SEC

TrueCareers®
Love Work. Love Life.™

NEW USER? CANDIDATE LOGIN FOR EMPLOYERS

SEARCH JOBS POST RESUME WHO'S HIRING CAREER RESOURCES

CAREER RESOURCES

Ask The Career Expert Discussion
Answers to interview, job search, and career related questions from a guest expert.

Career Articles
Career advice, salary negotiations, interviewing tips, and more...

Resumes and Cover Letters
Sample resumes and cover letters, writing tips, and help from career experts...

Salary Center
Salary calculators, job assessment reports, and cost of living information...

Diversity Center
Companies searching for diverse talent, diversity articles, and our Diversity Bulletin...

FEATURED JOBS

Regional Sales Manager / Coas

Los Angeles, CA
Administaff

Join The Naval Reserve

Naval Reserve

Rehab Nurse Manager
IL
Resurrection Health
General

Your company name and Featured Job title on every candidate page throughout TrueCareers.

Spotlight Jobs Package
(7 Jobs)

Your company name and Spotlight Job title appears above all relevant job search results pages.


The screenshot shows the TrueCareers website interface. At the top, there are navigation links for 'NEW USER?', 'CANDIDATE LOGIN', and 'FOR EMPLOYERS'. Below this is a main navigation bar with 'SEARCH JOBS', 'POST RESUME', 'WHO'S HIRING', and 'CAREER RESOURCES'. A search bar contains the text 'Loan Mortgage Finance' and a 'Search' button. Below the search bar, there is a 'Spotlight Results' section highlighted with a yellow background. This section displays the job title 'Loan Originator' and the employer 'GE Consumer Finance'. Below this, there is a 'Search Results' section showing 'Found 2,433 jobs' and a list of results starting with 'LOAN COUNSELOR' at 'ABN AMRO'. On the right side, there is a 'FEATURED JOBS' section listing various roles like 'Risk Management Analyst', 'Rehab Nurse Manager', and 'General Manager'. On the left side, there is a sidebar with a woman's image and links to 'Diversity Center', 'Salary Center', 'Education Center', 'Job Alert Emails', and 'Job Seeker Testimonials'. A large green banner at the bottom left says 'WIN up to \$25,000 in student loan payoffs, or \$12,000 in cash! CLICK HERE!'.

“Combo” Jobs Package
(7 Jobs)

NEW USER? CANDIDATE LOGIN FOR EMPLOYERS

Love Work. Love Life.

SEARCH JOBS POST RESUME WHO'S HIRING CAREER RESOURCES



- Diversity Center
- Salary Center
- Education Center
- Job Alert Emails
- Job Seeker Testimonials
- Win up to \$25,000 in Student Loan Payoffs!

WIN up to \$25,000

in student loan payoffs, or \$12,000 in cash!

Spotlight Results

ISG Federal Tax Manager
Employer: PricewaterhouseCoopers
Location: Hartford, CT
Date: 02-16-2006
 Job Description: This position involves advising multinational U.S. companies as well as emerging fast growth companies on the U.S. tax implications of their domestic operations to obtain... [read more](#)

TS - Global Cap. Markets Sr. Associate
Employer: PricewaterhouseCoopers
Location: New York, NY
Date: 02-16-2006
 TS - Global Cap. Markets Sr. Associate Job Description PricewaterhouseCoopers Transactions Services Global Capital Markets GROUP (GCMG) is experiencing SIGNIFICANT GROWTH in both New... [read more](#)

Search Results

Advertisement

Found **1,004** jobs

Employer: **PricewaterhouseCoopers**

Switch to [brief view](#)

Save Checked Jobs

1 - 25 of 1,004 matches 1 2 3 4 5 6 7 8 9 10 >>

Job Description

ISG Federal Tax Manager
Employer: PricewaterhouseCoopers
Location: Hartford, CT
Date: 02-16-2006
 Job Description: This position involves advising multinational U.S. companies as well as emerging fast growth companies on the U.S. tax implications of their domestic operations to obtain... [read more](#)

Performance Improvement Manager
Employer: PricewaterhouseCoopers
Location: Chicago, IL
Date: 02-16-2006
 Performance Improvement Manager Job Description PricewaterhouseCoopers' Advisory group delivers comprehensive client services related to transactions performance improvement, and risk... [read more](#)

Representative
Chicago / Glenview, IL
LifeSource

Insurance Senior Associate
New York, NY
PricewaterhouseCoopers

Administrative Support II
Glenview, IL
LifeSource

Forensic Tech Services-Senior Ass
Los Angeles, CA
PricewaterhouseCoopers

Performance Improvement Manager
Chicago, IL
PricewaterhouseCoopers

Technician Manufacturing I
Glenview, IL
LifeSource

[More jobs](#)

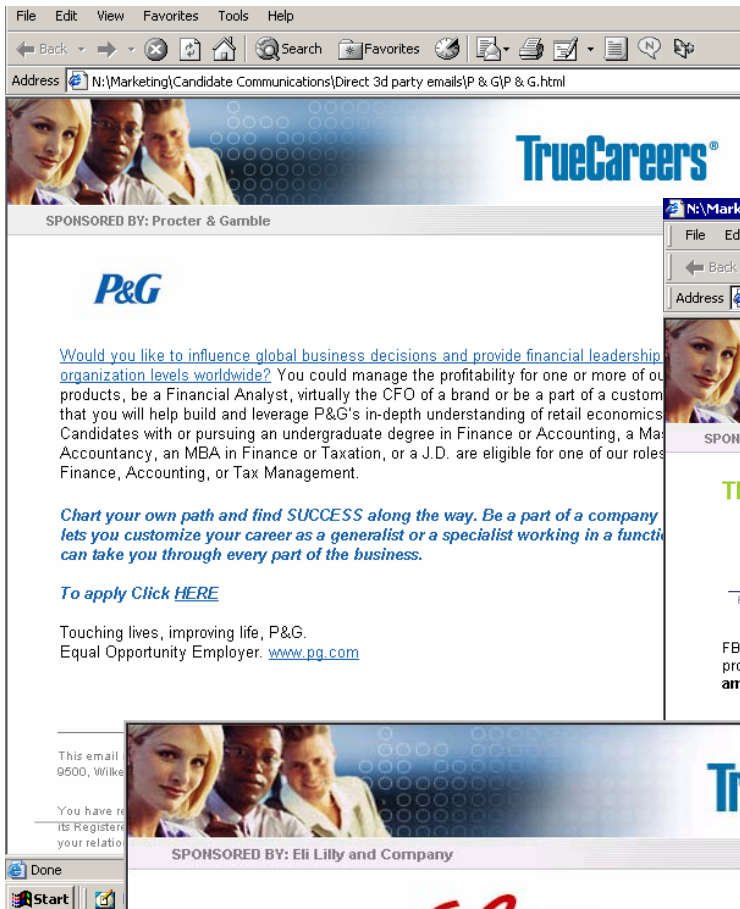
[View More Jobs!](#)

FEATURED SERVICES

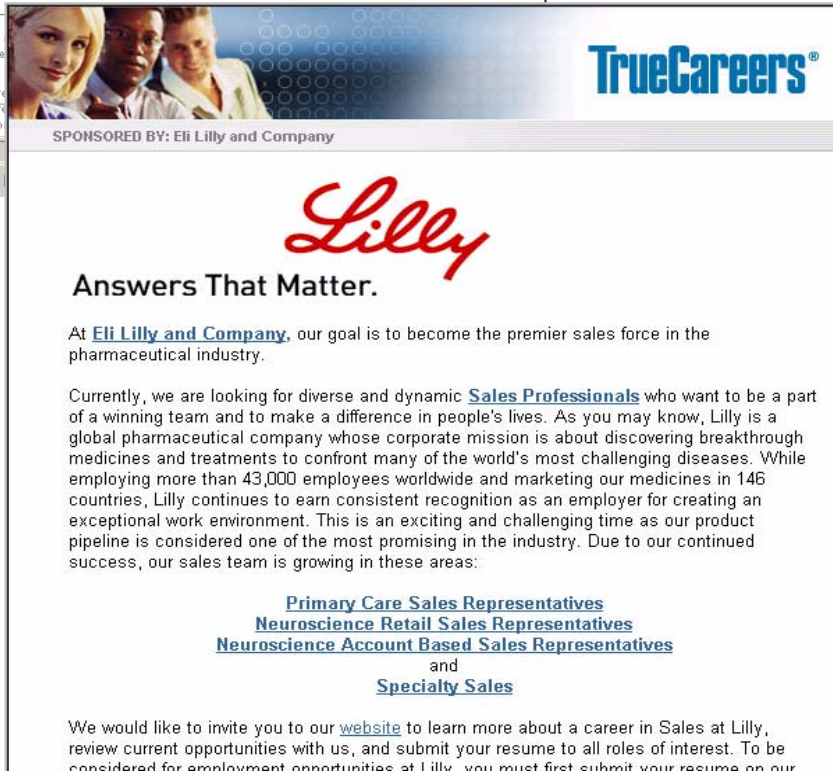
ResumeEdge.com
[Get A Resume That Gets Results!](#)
 Let our experts write you a job-winning

Take your job postings to the next level by bundling Featured Jobs with Spotlight jobs and greatly increase the quantity and quality of views per job

Targeted Direct Emails and Direct Diversity Emails

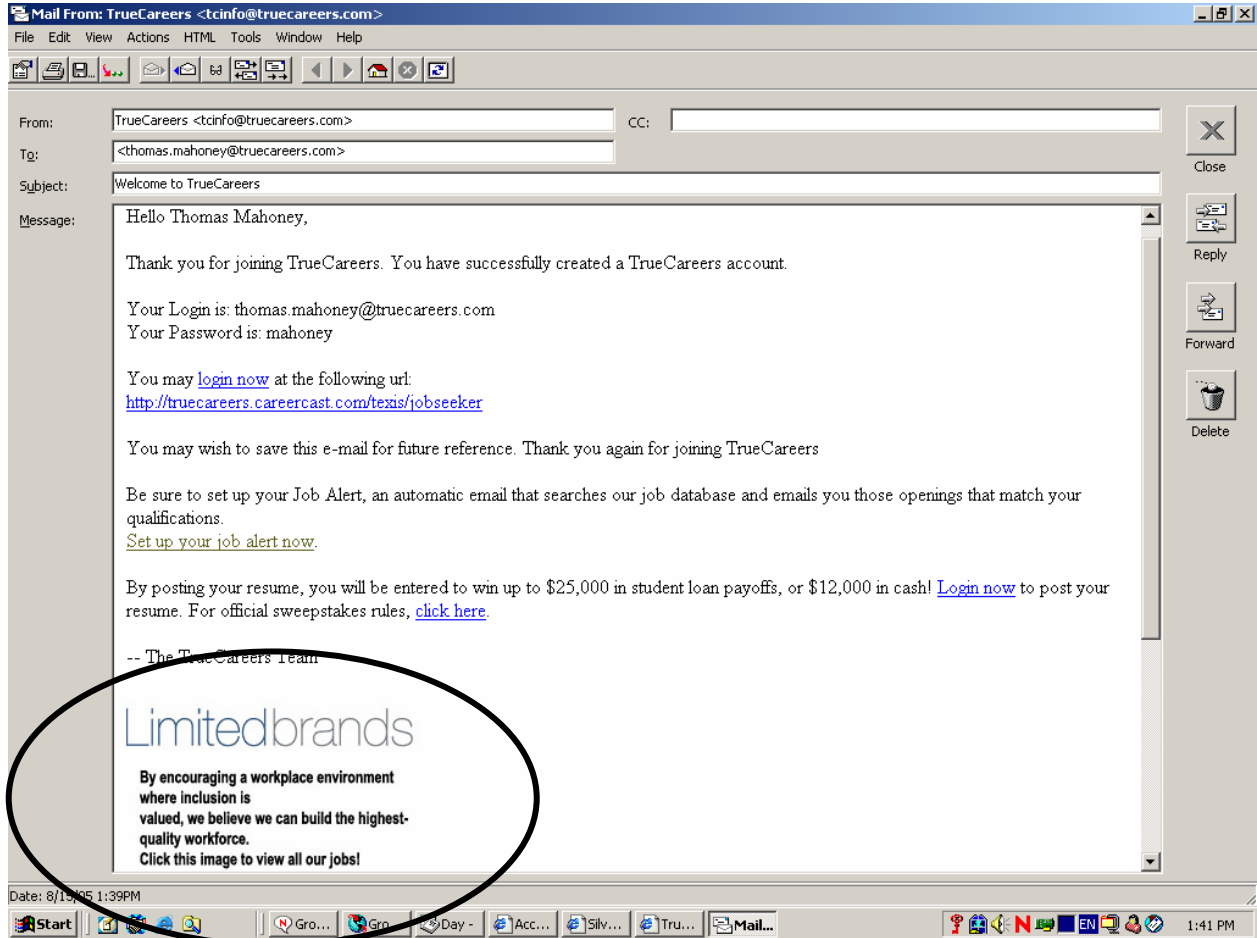


Your message targeted by candidate search or by special diversity opt-in



investigative experience
Chinese - all dialects, Farsi, Hebrew, Hindi, Punjabi, Russian, Spanish, Urdu, and

Welcome Email Sponsorship



Your logo and text message here.

Newsletter Sponsorship: *The TrueCareers Guide*

The screenshot displays the 'The TrueCareers Guide: April 2005' newsletter. At the top left is a photo of three professionals. The TrueCareers logo is in the top right. Below the header is a section titled 'Look Who's Hiring in April!' listing several companies: D&B, BASF Corporation, Citigroup, U.S. Naval Reserve, Neiman Marcus, Colgate-Palmolive, Telcordia Technologies, and BMC Software. A 'View All Employers' link is provided. A search bar with a 'GO!' button is present. Two 'Featured Employer' profiles are shown: one for D&B and one for The Capital Group Companies. The D&B profile is circled, and its logo is also circled in a separate box on the right. A 'Featured Company Profile' label points to the D&B profile.

Company Name and Linkk.

The TrueCareers Guide: April 2005

Look Who's Hiring in April!

[D&B](#)
[BASF Corporation](#)
[Citigroup](#)
[U.S. Naval Reserve](#)

[Neiman Marcus](#)
[Colgate-Palmolive](#)
[Telcordia Technologies](#)
[BMC Software](#)

[View All Employers](#)

Search Jobs Now! [GO!](#)

Featured Employer: D&B

For more than 160 years, D&B has provided quality business information to customers making critical business decisions. Explore a variety of [career opportunities](#) with D&B in many different career fields across the United States.


[Apply Today!](#)

Featured Employer: The Capital Group Companies

Join the team of one of the world's leading and most successful investment management teams. Access a vast selection of [career opportunities](#) with The Capital Group in several functional areas and locations.

[Apply Today!](#)


Featured EMPLOYER



Join the team of the most trusted source for B2B information. [D&B](#) offers a variety of exciting career opportunities in many different career fields across the United States.

[Apply today!](#)

Featured EMPLOYER



Featured Company Profile

Search Results Banner Ad

Content appears at top of all job pages

The screenshot displays the TrueCareers website interface. At the top, the TrueCareers logo is on the left, and navigation buttons for 'NEW USER?', 'CANDIDATE LOGIN', and 'FOR EMPLOYERS' are on the right. Below this is a horizontal menu with 'SEARCH JOBS', 'POST RESUME', 'WHO'S HIRING', and 'CAREER RESOURCES'. A user profile picture is shown on the left. The main search area includes a search bar with 'Search Keywords:', a search button, and an 'Advanced Search' link. The 'Search Results' section indicates 'Found 141 jobs' and lists job listings from AstraZeneca. A red circle highlights a banner advertisement with the text 'Q. What's your calling?' and 'Take FREE Career Test'. The right sidebar features 'FEATURED JOBS' such as 'eNewsletter Producer' and 'Bloomberg Entry-Level Financial Training Program'. The left sidebar contains various utility links and a 'WIN up to \$25,000' promotion.

Pop-Under



Your pop-under advertisement will be “run of site”, and launched from most job-seeker pages.

*Join Sallie
and spend
Americans
[Apply Today](#)*

**ENGLISH COMPOSITION
TEACHERS NEEDED**
for Online Programs

*Enjoy Teaching?
Need Extra Income?
Want the Flexibility of
Teaching Online?*



ECONOMICS TEACHERS NEEDED
for Online Programs

Enjoy Teaching?
Need Extra Income?
Want the Flexibility of Teaching Online?

Apply Today!



ITT Technical Institute



Vehicle	Description	Price	Specs
Homepage Advertising			
Employer Spotlight	<ul style="list-style-type: none"> Reaches 1.7 million candidates per month <ul style="list-style-type: none"> - 100,000 via homepage - 1.6 million via newsletter Prominent placement of company logo Direct link to Q and A interview featuring company Interviews are archived on TrueCareers 	\$5,000 per month	<ul style="list-style-type: none"> Logo only: size 110 wide x 55 high in pixels Interview with top member of the company involved with employment One sponsorship opportunity available per month <p style="text-align: right;">View Sample</p>
Homepage Banner Ad	<ul style="list-style-type: none"> Reaches 100,000 candidates each month Prominent placement of company logo above fold, in right portion of site in hiring Companies area Direct link to your jobs 	\$2,000 per month	<ul style="list-style-type: none"> Logo only: size 110 wide x 55 high in pixels Runs one full month; each banner rotates with other company banners <p style="text-align: right;">View Sample</p>
Homepage "Who's Hiring" Text Link	<ul style="list-style-type: none"> Reaches 100,000 candidates each month Text link prominently displayed right below Quick Job Search Box Direct link to your jobs 	\$2,500 per month	<ul style="list-style-type: none"> Company name listed along with four to five other companies <p style="text-align: right;">View Sample</p>
Diversity Center Advertising			
Premium Diversity Center Sponsorship	<ul style="list-style-type: none"> Reach over a half million ethnically diverse, educated candidates seeking employment with organizations that value diversity Your logo prominently displayed above the fold Direct link to your jobs Includes logo and link in Diversity Bulletin* <p><i>*Diversity Bulletin goes to over 50,000 double opt-ins</i></p>	\$3,000 per month	<ul style="list-style-type: none"> Logo only: size 110 wide x 55 high in pixels Brief message can be included upon request, 5 to fifteen words One sponsor per month <p style="text-align: right;">View Sample</p>
Diversity Center "Who's Hiring" Text Link	<ul style="list-style-type: none"> Reach over a half million ethnically diverse, educated candidates seeking employment with organizations that value diversity Company name is direct link to your jobs Includes link in Diversity Bulletin* <p><i>*Diversity Bulletin goes to over 50,000 double opt-ins</i></p>	\$2,500 per month	<ul style="list-style-type: none"> Text link is your company name Company listed with six to nine other companies <p style="text-align: right;">View Sample</p>
Enhanced Job Packages			
Featured Jobs Package (7 jobs) <i>* See also "Combo" Jobs Package</i>	<ul style="list-style-type: none"> Up to 7 job postings Listing in right panel of all search results pages Over 7 million page views per month Distinguished within search results by purple highlight feature 	\$2,500 per package	<ul style="list-style-type: none"> Client to provide job content or select existing requisition to be spotlighted Please indicate preferred apply method per job Package term is 90 days <p style="text-align: right;">View Sample</p>
Spotlight Jobs Package (7 jobs) <i>* See also "Combo" Jobs Package</i>	<ul style="list-style-type: none"> Up to 7 job postings Posting appears at top of relevant job search results, ensuring premier visibility Posting targeted to candidate search by select keywords for 30 days Distinguished within search results by yellow highlight feature 	\$2,500 per package	<ul style="list-style-type: none"> Client to provide job content or select existing requisition to be featured Please indicate preferred apply method per job Package term is 90 days <p style="text-align: right;">View Sample</p>
"Combo" Jobs Package (7 jobs)	<ul style="list-style-type: none"> Up to 7 job postings Listing in right panel of all search results pages and at top of relevant search results Posting targeted to candidate search by select keywords for 30 days Distinguished within search results by yellow and purple highlight feature 	\$3,000 per package	<ul style="list-style-type: none"> Client to provide job content or select existing requisition to be featured Please indicate preferred apply method per job Package term is 90 days <p style="text-align: right;">View Sample</p>

Vehicle	Description	Price	Specs
Email Advertising			
Targeted Direct Email	<ul style="list-style-type: none"> List selections based on any number of search criteria and resume keywords Entire email message dedicated to your company Can do HTML or text messages Flexible scheduling Reporting provided 	\$2,500 minimum, or \$45 cpm; no charge for email production	<ul style="list-style-type: none"> Copy and graphics will be inserted into the TrueCareers standard email template Scheduling is based on availability, with 3 weeks minimum notice once the blast criteria and email content have been received View Sample
Diversity Direct Email	<ul style="list-style-type: none"> Reaches population of candidates with stated interest in hearing from employers with diversity needs Entire email message dedicated to your company Can do HTML or text messages Flexible scheduling Reporting provided 	\$4,000; no charge for email production	<ul style="list-style-type: none"> Copy and graphics will be inserted into the TrueCareers standard email template Scheduling is based on availability, with 3 weeks minimum notice once the blast criteria and email content have been received View Sample
Welcome Email Sponsorship	<ul style="list-style-type: none"> Reaches 25,000 new candidates each month Your message and logo on all new registration emails Direct link to your jobs 	\$2,500 per month	<ul style="list-style-type: none"> Text message length 50-100 words Logo only; 110 wide x 55 high in pixels View Sample
Newsletter Advertising			
Featured Employer Profile or Featured Service Profile	<ul style="list-style-type: none"> "The TrueCareers Guide" is received by 1.6 million newsletter readers Prominent text message and banner placement Direct link to your jobs or service Sent monthly 	\$5,000 per newsletter	<ul style="list-style-type: none"> Text message length 50-100 words Logo only; 110 wide x 55 high in pixels Two Featured Profile positions are available in each newsletter View Sample
Company Name and Link	<ul style="list-style-type: none"> Received by 1.6 million newsletter readers Prominent company listing at top of newsletter Direct link to your jobs Sent monthly 	\$2,500 per newsletter	<ul style="list-style-type: none"> Company name will be listed as live link View Sample
Exclusive "Run of Site" Advertising			
Search Results Banner Ad	<ul style="list-style-type: none"> 30 day banner ad displayed in all job search results pages Minimum of 600,000 impressions per sponsorship Image links to jobs or preferred landing page 	\$3,000 per sponsorship	<ul style="list-style-type: none"> Client to provide banner ad no larger than 234 wide x 60 high in pixels View Sample
Pop Under	<ul style="list-style-type: none"> Reaches 250,000 unique visitors monthly "Run of site" for 30 days 	\$5,000 per month	<ul style="list-style-type: none"> One sponsor per month View Sample

***All content subject to TrueCareers approval**

Call 1.800.441.4062 to speak to a TrueCareers representative, or visit www.truecareers.com for more information including our awards, candidate demographics, client testimonials and more.

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