



The CAREERNETWORK™

# Community Sponsorship

Quality careers aren't built on job search alone. Professionals need to stay aware and informed all the time, not just when they're looking for something new. Career management, they call it. It's not always fun, but it can be easier... and it is rewarding.

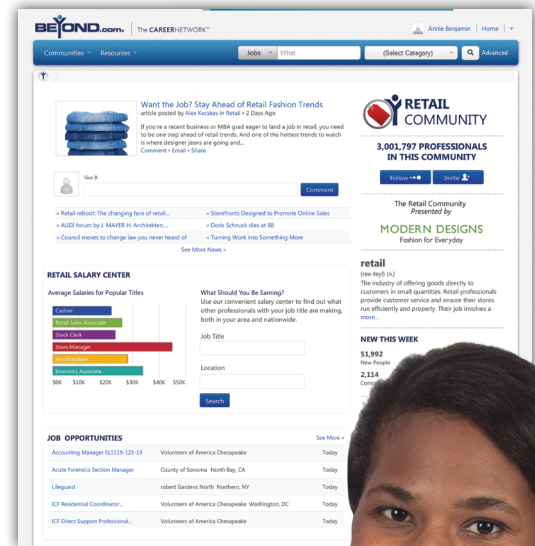
Beyond has created a home for over 500 professional communities, which deliver relevant information, news and resources right to our members every day. A natural extension of our niche approach, communities allow us to go beyond the job search to provide everything professionals need to build great careers.

500+ Communities.  
*Millions of focused professionals.*

**Beyond.com/Healthcare**  
7,123,349 People

**Beyond.com/Engineering/Chemical**  
17,674 People

**Beyond.com/Marketing/Digital**  
7,326 People



## Take the lead. Set your brand apart.

As a community sponsor, you'll position your organization as a hiring leader that's driving the industry in more ways than one. In fact, sponsorship is an ideal way to accomplish multiple goals with one comprehensive approach.

Talent Acquisition • Brand Awareness • Thought Leadership

## 3 keys to successful sponsorship:

1. **Fit.**

We work with you to identify the community that's the best fit for your brand, based on who you are and the talent you're looking to attract.

2. **Engagement.**

Sponsorship begins on the content-rich community home page – where members of the community come to find jobs, salary information, the latest industry news and more.

3. **Customization.**

Your brand footprint extends across The Career Network using a customized strategy that encompasses a wide range of targeted placements and tactics.

# Elements of Sponsorship

Your sponsorship will be guided by a comprehensive, customized strategy to deliver the right impressions.

Any and all of these targeted solutions may be used to promote your brand and the community you sponsor.

Tiered pricing based upon:

- The number of members in the community
- The number of members targeted with custom advertising
- Length of sponsorship

## Email Marketing

1. Email Sponsorship
2. Custom Email

## Display Advertising

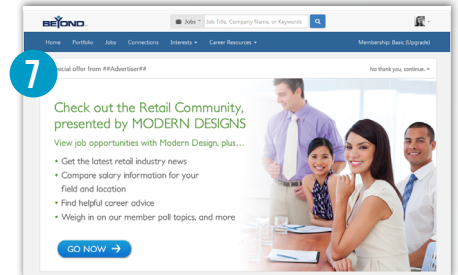
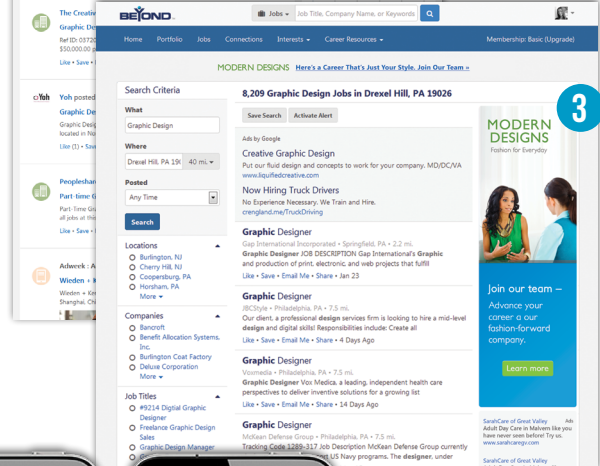
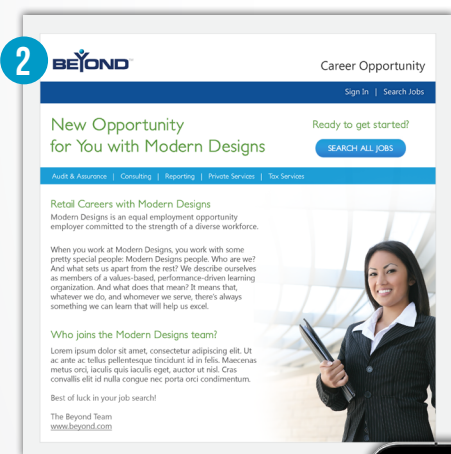
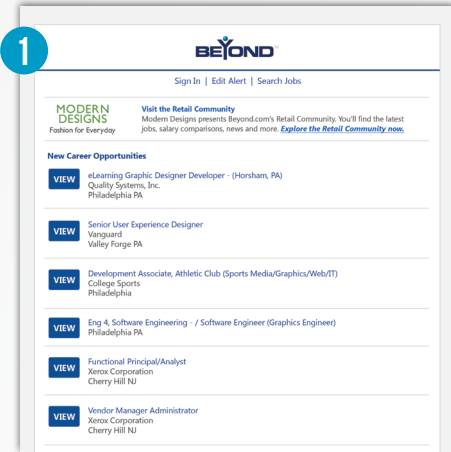
3. Wide Skyscraper (160 x 600)
4. Leader Line (88 x 31 logo & 100 characters)

## 5. Medium Rectangle (300 x 250)

6. Sponsored Post (64 x 64 logo & 250 characters)
7. Interstitial (Custom)

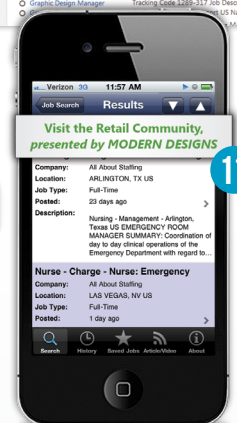
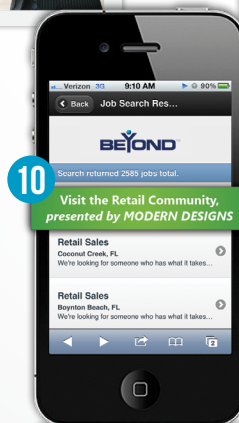
## Custom Content

8. RSS Feed
9. Poll Question



## Mobile Display Ads

10. Mobile Site Banner
11. Mobile App Banner



In addition to delivering millions of impressions to your targeted audience, we can assess the impact of your sponsorship with periodic member surveys to measure brand perception.

The audience within a community that may be reached through individual campaigns will vary based upon many factors including targeting criteria, frequency caps and other considerations.

Contact us today at 866-694-JOBS to learn more about the sponsorship opportunities available.

