BEĬONI

The **CAREER**NETWORK™

## **Display Advertising**

Promote key jobs and elevate your employer brand.

Reach active job seekers and build brand awareness with those who are casually looking. Our flexible options allow you to quickly and easily advertise on pages where millions of professionals search, interact and apply online every day.

#### Wide Skyscraper

This traditional banner ad format gives your message prominent positioning in the right rail alongside job listings and other engaging career content.

#### Choose a Wide Skyscraper if you want to:

- Use graphics. There's plenty of room for them in this large, visually impactful banner ad.
- Create a big brand impression. This format is designed to get noticed.

#### Leader Line .....

A mobile-friendly alternative to the traditional leaderboard, this text-based ad gives your message and logo top billing.

#### Choose a Leader Line if you want to:

- Attract quality candidates. With no graphics, leader lines capture people with high interest in your company and positions.
- Drive leads to your job postings or landing page, with a compelling line of copy to point the way.

Medium Rectangle

This versatile ad type is like a mini billboard for your brand, and it's easily integrated into a number of content-rich web pages and emails.

#### Choose a Medium Rectangle if you want to:

- Do just about anything! This highly flexible ad type can accomplish just about any goal, from raising brand awareness to driving candidates to your jobs.
- Keep your options open. Medium Rectangles can be implemented in many of our most valuable online and email placements.







#### Sponsored Post

A Sponsored Post appears within the main content area of a web page or email, to easily capture your candidates' attention where they are already engaged.

Choose a Sponsored Post if you want to:

- Share content. Sponsored posts are great for creating brand engagement through white papers, articles and videos.
- Deliver relevant content to a targeted audience. Like all native advertising, sponsored posts work best when the offer or message is clearly tied to the surrounding content.

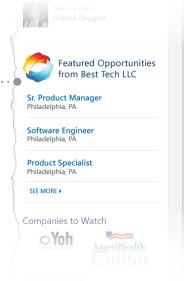
#### Featured Opportunities .....

This ad elevates your most important open positions by extending their reach beyond the main feed, and includes a link to see all of your current postings.

Choose Featured Opportunities if you want to:

- Increase exposure to key jobs. A perfect solution for hard-to-fill positions or high-priority openings.
- Create visibility for your hiring brand within a targeted professional audience.





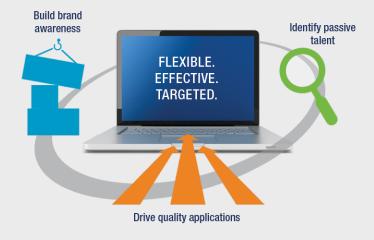
### Build a Custom Campaign

Targeted to your audience. Tailored to your goals.

Combine any and all of our display and text placements into your ideal campaign. We'll work with you to maximize your budget and focus on your objectives.

#### Beyond Display Advertising At a Glance

- A highly-engaged professional audience
- Targeted reach by location, industry and more
- Flexible placements
- Performance reporting



# **Contact us today** to learn more and get started.

Call 1-866-694-JOBS or visit Beyond.com