

Our Audience

Jobster.com offers advertisers access to an attractive audience:

Affluent:

30% of Jobster.com users have HH incomes over \$100,000 per year. ¹

In-Market Job Seekers:

Over 60% of Jobster users reported they are actively looking for a new job. ²

Active User Base:

55% of PV's on the site are through job search results pages. Over 50 million jobs are viewed per month on Jobster. ³

Loyal members:

In a recent study, 82% of visitors indicated that they would recommend our service to a friend. ²

1 Quantcast, 2 Jobster User Survey, 3 Visual Sciences Traffic Data

Advertising on Jobster.com

Jobster offers a variety of advertising opportunities to reach audiences on Jobster.com and its network of partner sites. Each advertising program offers a unique way to target your brand to a specific audience. The following pages contain information about each of the advertising programs offered on Jobster.com.

For more information contact us at: advertising@jobster.com.

Display Advertising (Home Page)

Jobster.com is the career site for the digital generation. By advertising on the Jobster.com Home Page, you will reach jobseekers when they first land on Jobster.com. By specifically targeting jobseekers, our Jobster.com Home Page advertising allows you to efficiently and effectively promote your employment brand and to reach future superstars in your organization.

Ad Sizes:

300x250 Medium Rectangle:

Advertise on Jobster.com's Home Page with a 300x250 Medium Rectangle, our highest converting ad unit.

Specifications

Ad Size: 300x250

Ad File Size: 40k maximum

Ad Format: gif, jpeg or flash



Rates

Ad Views	Cost
Monthly exclusive placement (approx. 125,000 ad views)	\$1,500

Targeted Brand Advertising (Search Pages)

Targeted Brand Advertising on Jobster is a great way to ensure your employer brand is put in front of jobseekers looking for the types of jobs you're hiring for. Target your advertising by keyword, geography, or both, and your ad will only be displayed to jobseekers searching for jobs that meet your criteria – ensuring your ad is seen only by your ideal prospects. It is a great way to efficiently and effectively reach future superstars in your organization!

How it works

- 1 **Create your ad:** Link directly to your jobs or to your employment website.
- 2 **Target your ad:** Select specific keywords, geographic areas, or both to target the audience that is right for your advertisement.
- 3 **Be seen:** Jobster does the rest by displaying your ad to jobseekers searching for your targeted criteria at the top of our search results pages.

Specifications

Image Size: 120x60

Image File Size: 5k max

Image Format: gif or jpeg (no animation allowed)

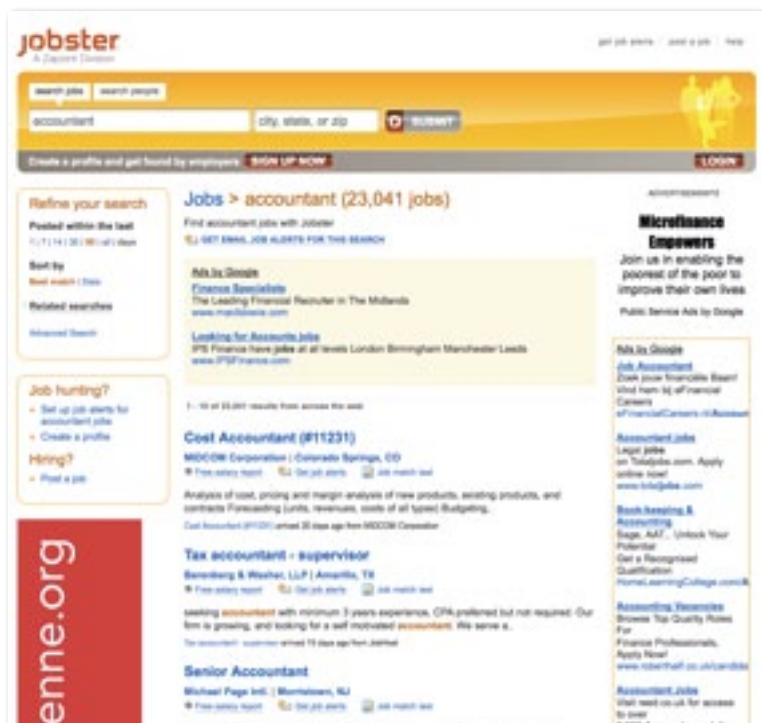
Headline: 25 Characters*

Body Text: 70 Characters*

Targeting: Choose keyword categories and cities

URL: Ad can link to page of advertisers choice

*All Character limits are including spaces and punctuation



Rates

Ad Views with Keyword and/or Geographic Targeting	Cost
100,000 ad views	\$1,000
250,000 ad views	\$2,000
More than 250,000 ad views	Contact for quote

Banner Advertising on Jobster.com

Banner advertising on Jobster.com is a great way to get your brand in front of a targeted audience of jobseekers. We offer a variety of banner sizes and placements to fit your needs.

Ad Sizes

160x600 Skyscraper Banner:

Advertise on Jobster.com Job Search results pages with a 160x600 Skyscraper Banner. This is a great way to reach people who are actively searching for jobs.

728x90 Leaderboard Banner:

Our leaderboard banner is displayed on every page on Jobster.com, reaching users who use our networking features in addition to those searching for jobs.

Specifications

Banner Size: 160x600/728x90

File Size: 40k maximum

Format: gif, jpeg or flash



Rates

Ad Views with Keyword and/or Geographic Targeting	Cost
160x600 Skyscraper Banner – Jobster.com Job Search Results pages	\$4 CPM
728x90 Leaderboard Banner – All Jobster.com pages	\$4 CPM

Advertising Guidelines

At Jobster, we aim to provide an experience that serves the best interests of our users as they strive to further their careers and/or find the best candidates for their jobs and for our advertisers as they attempt to promote their brand through the various advertising products on Jobster.com. We hold the content placed on Jobster.com by both our users and our advertisers to the highest standard, and have created policies to help ensure our users have a positive experience while using Jobster.com.

We reserve the right to remove any advertising content placed on our site which we deem violates our advertising guidelines, or would otherwise diminish our users' ability to gain value from their use of Jobster.com. If you have any questions regarding these guidelines, or advertising with Jobster in general, please contact us at advertising@jobster.com.

General Advertising Guidelines

All advertising is subject to editorial review, and may be removed by Jobster at its sole discretion.

All advertising content must be clearly identifiable as an advertisement.

The advertiser must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement.

Advertisements cannot mislead the user. For example, ads may not mimic or resemble Windows/Mac/Unix dialog boxes, error messages, or the like.

Advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from Jobster users without their knowledge.

Advertisers who do collect information from customers must include a prominent link to their privacy policy on their Web site.

User clicks cannot launch stand-alone video/audio players or otherwise display content outside the standard browser window.

User clicks on ad creative may not result in the launch of multiple browser windows.

Advertising cannot contain content related to the following:

- Adult/Sexual Content
- The use of drugs, alcohol, and/or tobacco and related products
- Gambling or wagering
- Slanderous, libelous, or defamatory content
- Discriminatory Practices
- Illegal Activity
- Profanity

- The use of religious symbols, rituals, or texts in a mocking or offensive manner
- Spam/Bulk Marketing
- Multi-level marketing or pyramid schemes
- Weapons and violence
- Sweepstakes, contests, and free offers

By adhering to these guidelines, you are helping to ensure the best possible experience for our users as well as our advertisers. If you see an advertisement on Jobster sites that you feel violate these guidelines, please contact us at advertising@jobster.com.

