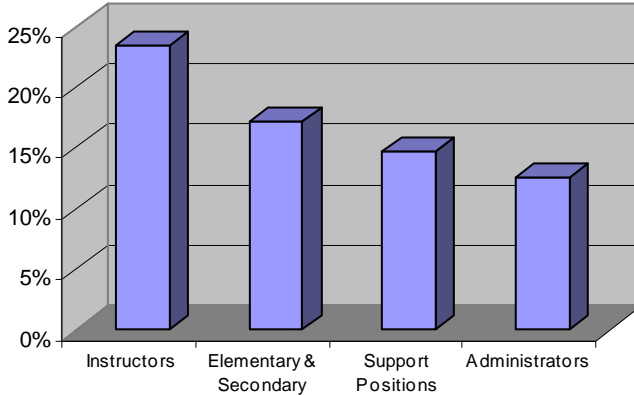
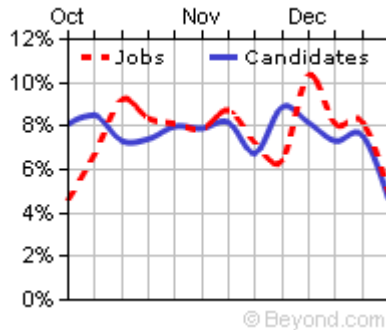


### Candidate Breakdown – Percentage of Industry Education, Training & Library



### Education, Training & Library Employment Trends (Percentage of Network – October 2007 to December 2007)



### Education, Training & Library Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Through 2016, overall student enrollments in elementary, middle, and secondary schools—a key factor in the demand for teachers—are expected to rise more slowly than in the past as children of the baby boom generation leave the school system.
- Although student enrollments in general are expected to grow slowly, continued increases in the number of special education students needing services will generate a greater need for special education teachers.

### You can effectively reach this market. Here is how we can help.

The Beyond.com Network is comprised of more than 15,000 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: [www.Beyond.com/Network](http://www.Beyond.com/Network).

The Education, Training & Library Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the business professional and corporate organization. In addition to searching for a new job, candidate, or industry-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding & Spotlights
- Banner Advertising
- Alerts and Keyword Purchases

Quarterly Channel Statistics	
Active Candidates	201K
Active Resumes*	182K
Jobs Posted	18K
Channel Sites	28
Email Contacts	2 Million
Monthly Channel Statistics	
Job Views	43K
Online Applications	6K
New Candidates	6K
New Resumes	4K

Most Popular Candidate Titles (%)
1. Educational Administrator (6.12)
2. Elementary School Teacher (6.00)
3. Adult Literacy Instructor (5.57)
4. Instructional Coordinator (4.83)
5. Teaching Assistant (4.25)
6. Secondary School Teacher (4.19)
7. Middle School Teacher (3.95)
8. GED Instructor (3.85)
9. Graduate Teaching Assistant (3.33)
10. Self-enrichment Instructor (3.21)

Cities with the Most Jobs Posted
1. Atlanta, GA
2. Dallas, TX
3. Mountain View, CA
4. Galveston, TX
5. Jacksonville, FL

\*Includes only one resume per candidate

# Education, Training & Library 4QT07 Industry Outlook

## The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, keyword searches and web sites that should be considered:

Top 10 States for New Candidates (%)
1. California (11.37)
2. Texas (9.59)
3. Florida (9.13)
4. Pennsylvania (7.37)
5. New York (6.46)
6. Georgia (6.15)
7. Illinois (4.58)
8. North Carolina (3.64)
9. New Jersey (3.35)
10. Michigan (3.33)

**Top Education, Training & Library Key Words Searched by Candidates:**  
Teacher, Librarian, Professor, Education, Archivists, Curator, Writer, Receptionist, Training and Supervisor

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

### Industry Sites

EducationJobsite.com	TrainingJobsite.com	EducationJobs.ca
PostSecondaryTeacher.com	GraduateTeachingAssistant.com	EducationalAdministrator.com
SpecialEducationJobs.com	TrainingCoordinator.net	TrainingSpecialist.net

## Key Education, Training & Library Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Education, Training and Library Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 78.13% of our network candidates have a 4 year college degree or higher, 62.21% have 5 or more years experience and more than 52% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

Experience Level	%
Less than 1 year	9.81
1-3 Years	14.85
3-5 Years	13.12
5-10 Years	19.29
10-15 Years	16.67
15-20 Years	12.24
21+ Years	14.01

Educational Background	%
Post Graduate Degree	29.95
4 Year College Degree	48.18
2 Year College Degree	5.85
Some College	11.31
High School Diploma	4.70

Length of Job Search	%
Just Started	42.78
2 Weeks	9.65
4 Weeks	9.54
6 Weeks	4.79
2 Months	7.56
3 Months	8.21
6 Months	6.76
9 Months	1.10
12 Months	1.18
Over 1 Year	8.43

**Channel Personality Type: INFJ** (Introvert, Intuitive, Feeler, Judger). INFJ traits include: creative, original, and independent; thoughtful, warm, and sensitive; global thinkers with great passion for their unique vision; cautious, deliberate, and planful; organized, productive, and decisive; reserved and polite. The most important thing to INFJs is their ideas, and being faithful to their vision.

## Start with Us...

**Beyond.com will help maximize your campaign today. Contact us now at [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**