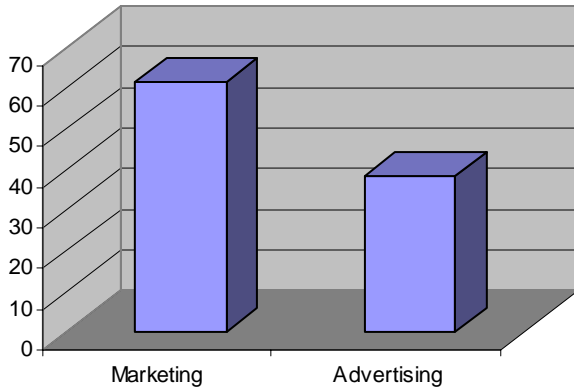
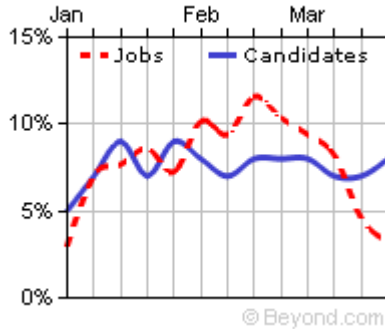


Candidate Breakdown – Percentage of Industry Marketing & Advertising



Marketing & Advertising Employment Trends (Percentage of Network—January 2008 to March 2008)



Marketing and Advertising Employment Forecast
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Employment of advertising and marketing managers is expected to increase by 12% through 2016.
- Job growth will be due to intense domestic and global competition in products and services offered to consumers and increasing activity in television, radio, and outdoor advertising.

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.

The Marketing and Advertising Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the marketing and creative 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	343,501
Active Resumes*	331,343
Jobs Posted	18,823
Channel Sites	48
Email Contacts	659,584
Monthly Channel Statistics	
Job Views	147,092
Online Applications	15,489
New Candidates	8,627
New Resumes	8,021

Most Popular Candidate Titles (%)
1. Marketing Coordinator (7.05)
2. Account Executive (5.57)
3. Event & Trade Show Marketer (5.57)
4. Brand Management Specialist (5.40)
5. Marketing Comm. Associate (4.70)
6. Product Marketing Associate (4.61)
7. Field Marketing Rep. (3.71)
8. Account Manager (3.62)
9. Global Marketing Associate (3.49)
10. Integrated Marketing Associate (3.03)

Cities with the Most Job Postings
1. New York, NY
2. San Jose, CA
3. San Francisco, CA
4. Atlanta, GA
5. Chicago, IL

*Includes only one resume per candidate

Marketing & Advertising 1QT08 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 (12.26)
2. Texas (8.37)
3. Florida (8.36)
4. New York (7.87)
5. Pennsylvania (5.92)
6. Illinois (5.51)
7. New Jersey (4.91)
8. Georgia (4.65)
9. North Carolina (4.05)
10. Michigan (3.27)

Top Marketing and Advertising Key Words Searched by Candidates:
Marketing, Advertising, Graphic Design, Sports, Art Director, Public Relations, Manager, Assistant, Design and Director

City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BeyondLosAngeles.com	ChicagoCareerSite.com	PhoenixJobs.com
AtlantaCareerPath.com	DallasJobsite.com	SanFranciscoGigs.com

Industry Sites

MarketingJobForce.com	MarketingJobs.com	PRJobsite.com
AdGigs.com	AdvertisingJobsite.com	EditorJobs.com
EntryLevelMarketing.com	MarketingCareers.net	MarketingRepresentative.com

Key Marketing & Advertising Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Marketing and Advertising Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 78.67% of our network candidates have a 4 year college degree or higher, 51.93% have 5 or more years experience and more than 56% 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	12.57
1-3 Years	20.88
3-5 Years	14.62
5-10 Years	17.54
10-15 Years	13.16
15-20 Years	11.43
21+ Years	9.80

Educational Background	%
Post Graduate Degree	14.18
4 Year College Degree	64.49
2 Year College Degree	6.81
Some College	11.20
High School Diploma	3.32

Length of Job Search	%
Just Started	44.10
2 Weeks	12.60
4 Weeks	11.45
6 Weeks	5.74
2 Months	7.55
3 Months	7.28
6 Months	4.71
9 Months	1.37
12 Months	0.89
Over 1 Year	4.32

Channel Personality Type:

The leading 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 at LPSales@Beyond.com or by dialing 1-866-694-5627 and Go Beyond!