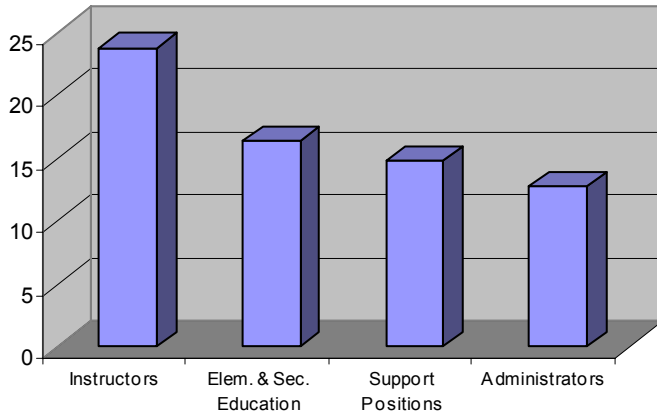
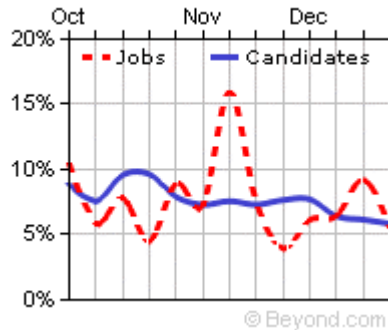


**Top Candidate Sectors – Percentage of Industry  
Education, Training & Library**



**Education, Training & Library Employment Trends  
(Percentage of Network – Oct. 2006 to Dec. 2006)**



**Education, Training & Library Employment Forecast  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)**

- Employment is expected to grow between 9% and 17% by 2014 for teachers from kindergarten through the secondary grade, though this will vary by locality.
- 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.

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

The Beyond.com Network is comprised of more than 11,000 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
- Corporate Spotlights
- Alerts and Keyword Purchases

| Network Statistics                       |            |
|--|------------|
| Monthly Visitors                         | >3 million |
| Page Views                               | 20 million |
| Education, Training & Library Statistics |            |
| Resumes                                  | 175K       |
| Job Postings                             | 11K        |
| Channel Sites                            | 28         |
| Contacts                                 | 2 million  |

| Top 10 Candidate Positions (%)         |
|--|
| 1. Educational Administrator (6.58)    |
| 2. Elementary School Teacher (6.29)    |
| 3. Adult Literacy Instructor (5.41)    |
| 4. Teaching Assistant (4.53)           |
| 5. Instructional Coordinator (4.47)    |
| 6. Secondary School Teacher (4.41)     |
| 7. Middle School Teacher (3.93)        |
| 8. GED Instructor (3.84)               |
| 9. Self-enrichment Instructor (3.39)   |
| 10. Graduate Teaching Assistant (3.25) |

| Top 5 Cities with Open Positions |
|----------------------------------|
| 1. Atlanta, GA                   |
| 2. Nashville, TN                 |
| 3. Washington D.C.               |
| 4. Los Angeles, CA               |
| 5. Providence, RI                |

# Education, Training & Library 4QT06 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, key word searches and web sites that should be considered:

| Top 10 States for Candidate Registrations (%) |
|---|
| 1. Texas (9.29)                               |
| 2. Pennsylvania (9.21)                        |
| 3. California (8.92)                          |
| 4. Illinois (7.61)                            |
| 5. New York (7.40)                            |
| 6. Florida (6.04)                             |
| 7. Georgia (4.34)                             |
| 8. New Jersey (3.99)                          |
| 9. Michigan (3.54)                            |
| 10. Ohio (2.82)                               |

**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

|                              |                               |                        |
|------------------------------|-------------------------------|------------------------|
| EducationalAdministrator.com | TrainingJobsite.com           | EducationJobs.ca       |
| PostSecondaryTeacher.com     | GraduateTeachingAssistant.com | EducationJobsite.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, 78.55% of our network candidates have a 4 year college degree or higher, 61.40% have 5 or more years experience and more than 47% 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 | 10.95 |
| 1-3 Years        | 15.28 |
| 3-5 Years        | 12.36 |
| 5-10 Years       | 20.36 |
| 10-15 Years      | 12.65 |
| 15-20 Years      | 12.55 |
| 21+ Years        | 15.84 |

| Educational Background | %     |
|------------------------|-------|
| Post Graduate Degree   | 32.56 |
| 4 Year College Degree  | 45.99 |
| 2 Year College Degree  | 5.87  |
| Some College           | 9.52  |
| High School Diploma    | 6.06  |

| Length of Job Search | %     |
|----------------------|-------|
| Just Started         | 37.94 |
| 2 Weeks              | 9.35  |
| 4 Weeks              | 10.16 |
| 6 Weeks              | 5.29  |
| 2 Months             | 7.75  |
| 3 Months             | 8.29  |
| 6 Months             | 7.49  |
| 9 Months             | 2.05  |
| 12 Months            | 1.58  |
| Over 1 Year          | 10.10 |

**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!**