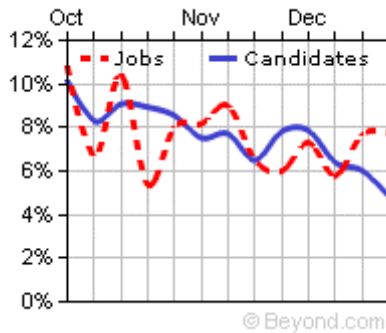


### Marketing & Advertising Employment Trends (Percentage of Network – October 2006 to December 2006)



### Marketing and Advertising Employment Forecast

(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)

- Employment of advertising and marketing managers is expected to increase by more than 27% through 2014.
- New jobs will be due to intense domestic and global competition which will generate new products and services to advertise.

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Marketing and Advertising Statistics	
Resumes	280K
Job Postings	18K
Channel Sites	30
Contacts	660K

Top 5 Cities with Open Positions
1. New York, NY
2. Chicago, IL
3. Atlanta, GA
4. San Francisco, CA
5. Los Angeles, CA

### 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 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
- Corporate Spotlights
- Alerts and Keyword Purchases

# Marketing & Advertising 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. California (11.09)
2. New York (9.91)
3. Illinois (8.16)
4. Texas (7.25)
5. Pennsylvania (6.22)
6. Florida (6.01)
7. New Jersey (5.76)
8. Georgia (4.19)
9. Michigan (3.44)
10. Ohio (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
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

### Industry Sites

MarketingJobs.com	MarketingRepresentative.com	PRJobsite.com
PublicRelationsManager.com	AdvertisingJobsite.com	EditorJobs.com
AdJobs.ca	AccountRepresentative.net	AccountSpecialist.net

## 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, 78.34% of our network candidates have a 4 year college degree or higher, 49.46% have 5 or more years experience and more than 55% 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	12.96
1-3 Years	22.71
3-5 Years	14.81
5-10 Years	18.68
10-15 Years	12.77
15-20 Years	10.45
21+ Years	7.61

Educational Background	%
Post Graduate Degree	17.02
4 Year College Degree	61.32
2 Year College Degree	6.07
Some College	9.34
High School Diploma	5.62

Length of Job Search	%
Just Started	45.20
2 Weeks	10.68
4 Weeks	10.21
6 Weeks	5.56
2 Months	7.38
3 Months	6.89
6 Months	5.01
9 Months	1.43
12 Months	1.09
Over 1 Year	6.55

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