

HealthExecNews.com 

Interactive Recruitment Advertising Rates & Specs

Contact:

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We interact with over 350,000 Healthcare Executives every week in order to deliver the best possible candidates to your front door. Through our state-of-the-art interactive recruitment solutions we have the ability to target the right candidates for your hiring needs. Explore our opportunities and begin enhancing your hiring programs today!

E-MAIL

— target both active & passive job seekers.

1-10,000 emails	\$1,000
10,001+ emails	additional \$0.25 each

Every e-mail blast comes with **1 FREE 30-day** online job posting.

ONLINE JOB POSTING

— active job seekers can view details about your company and the job specifics.

30 day posting	\$165
60 day posting	\$200
5 job pack — 30 day postings	\$625 (save \$40 per posting)
10 job pack — 30 day postings	\$1,000 (save \$65 per posting)

Job packs must be used within 6 months of purchase.

RECRUITMENT JOB SPOTLIGHT

— showcase your open job opportunity in our weekly E-Newsletter. This is a great way to stand out from the competition. The weekly E-Newsletter goes to our entire email list. **That's over 350,000 Healthcare Executives!**

1 spotlight	\$500
2 spotlights (1 per week)	\$850
3 spotlights (1 per week)	\$1,200
4 spotlights (1 per week)	\$1,500

Purchase 4 spotlights and receive **1 FREE 30-day** online job posting.

***Note: all rates on non-commissionable to advertising agencies.

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Materials Requirement

E-MAIL:

- Subject Line
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles
- Text version of email as a standalone file (.txt file – should not include any HTML)
- Electronic means of opting out of future communications from partner. (NOTE: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded names
- Suppression List

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

ONLINE JOB POSTING:

Submit the following in an MSWord document. (.doc or .docx)

- Job title
- Location – city/state
- Job Description
- Benefits information
- Response information

RECRUITMENT JOB SPOTLIGHT:

- Text Ad Spot (30-50 words)
- Web link
- Electronic logo file (.gif or .jpeg)

Creative materials submission ads4pbpmedia@gmail.com

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