

# Display Advertising

Get noticed by the right candidates — at the right time

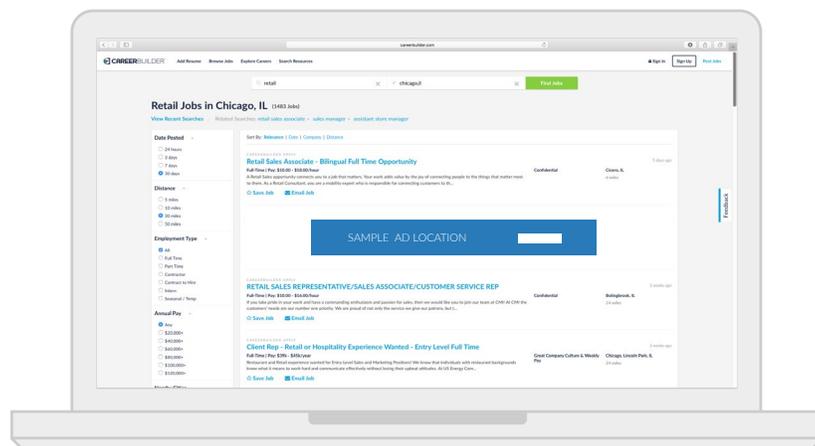
Get noticed by your ideal candidate and highlight your company's employment brand with custom display advertisements on CareerBuilder.com and a vast network of partner sites. Our display ads work to garner the attention of active job seekers who may not otherwise locate your job posting or other career-related news. These ads will have a positive impact on your recruitment strategy by putting your message in front of the right candidates at the right time.



Whether you want exposure for your job openings, hiring events, talent network or career site, work with CareerBuilder to drive applications through our display advertising solution. Using our advanced technology, target and attract specific audience segments by such criteria as job category, location and demographics. One of our dedicated project managers will work with you to pinpoint the audience you need through a custom banner advertisement campaign, or use our self-serve portal.

When it comes to the creative, you maintain full control, with the ability to customize the look of your ad to match your company brand. You'll also enjoy a hands-free design process — once the creative is determined, we design the ad for you.

Partner with us and experience better results: When a customer uses our display advertising solution, job posting applications increase by 31 percent on average.



## FEATURES

### Custom Targeting

Market to specific visitors by geography, career category, diversity and veteran status.

### Custom Branding

Advertisements are branded to match your company guidelines and can direct traffic to any URL.

### Auto-Optimizations

Measure success through proactive monitoring of campaign performance, creative, ROI auto-optimizations and post-campaign results.

➤ Contact your representative today,  
or visit [hiring.careerbuilder.com](http://hiring.careerbuilder.com)

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## RECRUITING SOLUTIONS

Our solutions help you find the right people, for the right jobs, at the right cost.