

# Yahoo! HotJobs Direct

## Looking for passive candidates? We have over 95 million of them.

Yahoo! HotJobs Direct is an email marketing tool that gives you the power to target and speak to the candidates you are seeking. Out of 178 million online users, 131 million use Yahoo! and over 95 million have expressed interest in receiving career related information\*. With Yahoo! HotJobs Direct, you can access this pool of over 95 million registered Yahoo! users and narrow your audience by industry, occupation, location, or behavior. By partnering with Yahoo! HotJobs and The Palm Beach Post, you will be able to tap into this passive audience of potential candidates who may not be on job boards or actively searching for a job.

### REACH

Partnering with us will allow you to reach over 95 million registered Yahoo! users on the Web and then target candidates by the characteristics that are important to you, such as industry, occupation, location, or behavior.

### EXCLUSIVITY

Your Yahoo! HotJobs Direct email campaign is dedicated to you. The email campaign features your customized content and highlights your company brand. You do not share space with any competitors. In fact, Yahoo! HotJobs Direct puts you one step ahead of the competition and in front of the candidates you are seeking.

### BEYOND THE JOB BOARD

Our unique pool of passive candidates provides you power beyond job boards. The unique ability to craft a message to a select group of candidates is especially useful if you are recruiting for specialty or hard-to-fill positions. Yahoo! HotJobs Direct is a proactive, cost-effective recruiting tool that allows you to invite a select audience to view your job opportunities.

### SEARCH CRITERIA

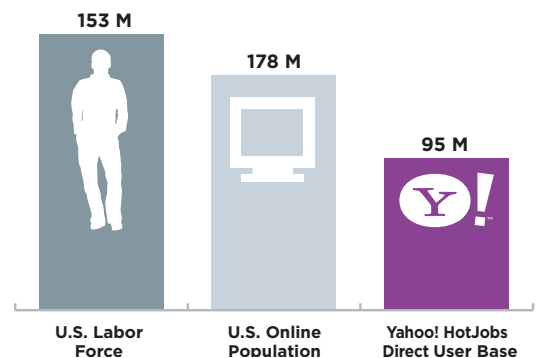
Target candidates in over 100 categories by industry or occupation. Below are the 20 largest categories by registered Yahoo! users.

INDUSTRY	TOTAL(mil.)	OCCUPATION	TOTAL(mil.)
1. Education (includes students)	7.0	11. Account Manager/Sales Rep	2.0
2. Medical/Health Services	3.8	12. Manager/Supervisor	1.9
3. Computers/Electronics	3.8	13. Student (college)	1.5
4. Banking/Fin./Ins./Real Estate	2.7	14. Assistant/Support Staff/CSR	1.5
5. Government/Military/Public Svc	2.3	15. Executive/Managerial	1.3
6. Construction	2.2	16. Analyst	1.2
7. Advertising/Marketing/PR	2.0	17. Chairman/CEO/COO	1.2
8. Retail	1.9	18. Engineer (non-IT)	1.2
9. Services	1.7	19. Computer-Related Tech./Eng.	1.1
10. None, Unemployed	1.0	20. Designer	0.8

\*Source: comScore Media Metrix, May 2007; Yahoo! internal data

### Labor Force

Reach over 60% of the U.S. labor force with Yahoo! HotJobs Direct.



Source: Bureau of Labor Statistics, May 2007

### Sample Campaign

A Yahoo! HotJobs Direct campaign promoting a company career event.

**YAHOO! hotjobs**

**HotFacts**

**Keep Your Options Open**  
Thirty-six percent of people who are currently employed are passively pursuing job opportunities. Recruiters in many industries are having a hard time finding qualified candidates and are trying new ways to connect with potential employees. Even if you are currently employed, explore all opportunities that come your way.

**Find a New Job Today**  
Thirty-four percent of job seekers found their last job and one-fourth of their new hires on an internet job board, according to a survey by Woodley, LLC. Post your resume or search online to connect with recruiters looking for candidates with your skills.

**Yahoo! HotJobs Featured Employer: DHL**

5 continents  
220 countries  
120,000 destinations

**Talk about a career with room to roam**

As the global market leader in the express and logistics industry, DHL.

## WANT TO KNOW MORE?

Contact your Account Executive at (561) 820-4343 or visit [PalmBeachPost.com/hotjobs](http://PalmBeachPost.com/hotjobs)