

Engage your prospects with real time interaction at your virtual Career or Clinical Center.

• • • Take the tour! • • •

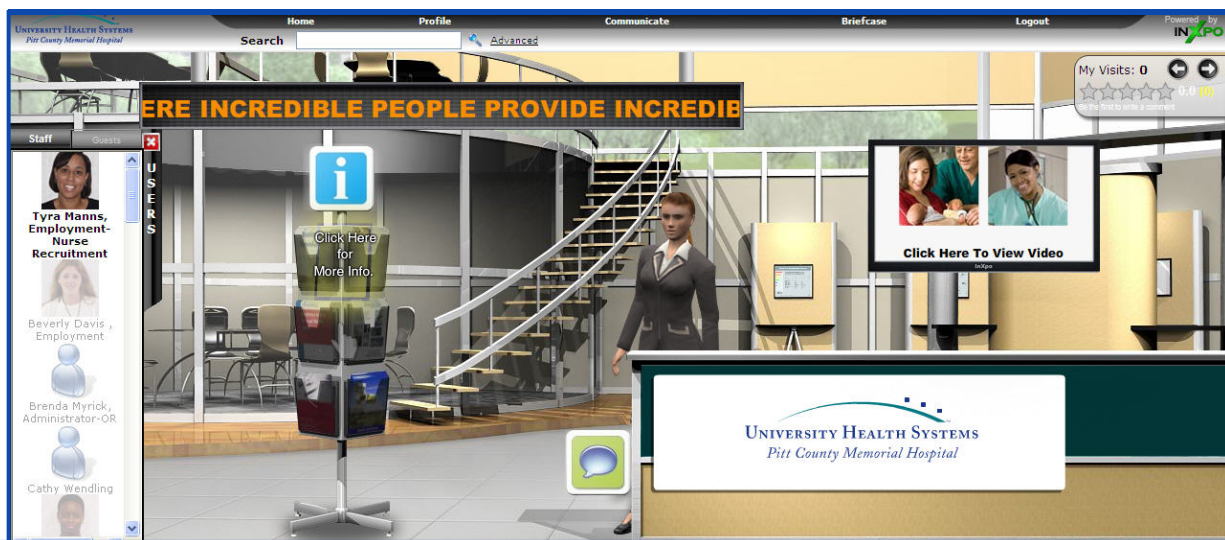
The new online location where customers and prospects can *interact* with—and not just read about—your company or medical center.

- Current and constantly updated content keeps them coming back for more
- Easy interface for staff and guests alike
- Low cost, high value
- Lead generation and qualification

Both an information center and a meeting place, the Lippincott Williams & Wilkins Career or Clinical Center provides an effective vehicle for virtual job fairs, product launches and promotion of your products or services, while creating an engaging awareness program that supports all your organization's marketing initiatives.

Visitors can interact with your content 24/7, and at scheduled times your center can be staffed with recruiters or sales staff, using text, group chat, and business card exchange to engage with them in real time. You can even create interaction with private chats and live webcasts.

Best of all, "intelligent" technology helps you effortlessly track visitor activity in your Career or Clinical Center, collecting information to qualify leads, and performing other functions that enhance user experience and ROI.



What can you put in your Career or Clinical Center?

You can brand your booth with your own theme and provide access to any type of content that can run or be downloaded over the Internet, changing it as often as you like. Examples include:

- Job postings
- Links to specific web pages on your site (such as Benefits, About us, Nursing at XYZ Medical Center, Product Brochures, etc.)
- White papers
- Videos
- Product demonstrations
- Webcast (live 1 hour webcast included)

How can you engage with your visitors?

- E-mail
- Business card exchange
- Group chat with moderated, scheduled, private and public formats
- Webcast

Intelligent technology makes it easy.

Powerful “intelligent” software operates quietly behind the scenes, providing maximum benefits with minimal effort.

- Directs visitors to specific content based on their area of interest
- Tracks everything that happens in the center for reporting and lead qualification
- Notifies booth staffer when a visitor arrives, even with browser window minimized, to facilitate multitasking
- Sends e-mails and booth activity reports to your everyday e-mail accounts, precluding the need for constant monitoring
- Technical support is available to help you manage your booths

Career and Clinical Centers Program Overview

Career and Clinical Centers Features

- Hosted service - live for 90 days
- You design your center’s appearance and content with the easy booth builder tool
- Visitor registration and log-in process keeps your center secure
- Registration enables lead generation and qualification
- Robust reporting with detailed visitor metrics including name, e-mail address, demographic profile, what content they viewed, how long they stayed, how many times they returned, and more.

Online Marketing Support

- Traffic driver banner ads on NursingCenter.com, NursingJobsPlus.com, and other related Lippincott Williams & Wilkins web sites
- Text ad on e-newsletters
- Two dedicated e-mail broadcasts (5,000 addresses each)

Cost

\$14,000 gross (\$11,900 net)

Single week Career Center options are also available. Please ask your representative for details.

Take the tour at www.NursingCenter.com/CareerandClinicalCenters

For more information contact your online advertising sales representative or e-mail us at NursingOnlineAdvertising@wolterskluwer.com