

## Need nurses? *Connect with qualified candidates online at your own Custom Career Fair!*

Your one-week Custom Career Fair offers easy interaction with nurses.

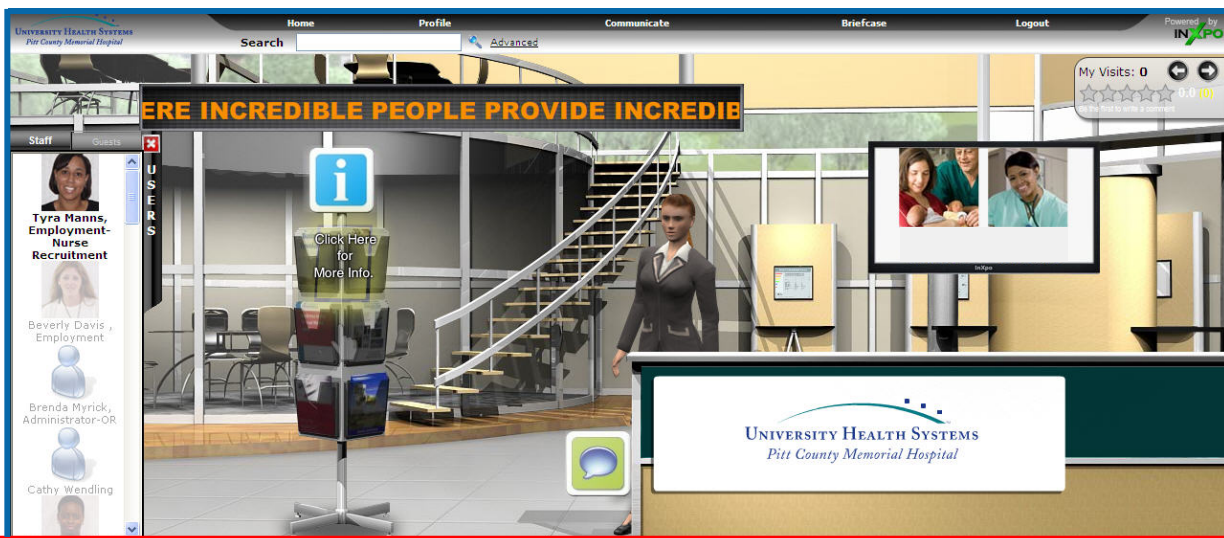
Featuring only your medical center, we bring together technology, targeted marketing support, and a trusted relationship with nurses to help you recruit the nurses you need.

- Low-cost, high-value interactive recruitment tool
- Easy online interface for recruiters and nurses alike
- Lead generation and qualification tools to pre-screen candidates

Your Custom Career Fair by Lippincott Williams & Wilkins is both an information center and a meeting place where you can engage nurses exploring new career options. It's a powerful and cost-effective means of transcending time and travel constraints and using technology to support your hospital's nurse recruitment program.

Nurses can interact with your career fair content 24/7, and at scheduled times your career fair site can be staffed with recruiters, using text, group or private chats, and business card exchange to engage with them in real time.

Behind-the-scenes "intelligent" technology helps you effortlessly track visitor activity at your custom career fair site, collecting information to qualify candidates, and performing other functions that enhance user experience and maximize recruitment results.



## What can you put on your Custom Career Fair site?

You can customize your Career Fair site with your own colors and logo. The site will display 5 tabs linking to information you provide for the following categories.

- Job postings
- Nursing at XYZ Medical Center
- Benefits
- About us
- Local / Regional Info

## How can you engage with your visitors?

- E-mail
- Business card exchange
- Chat with moderated, scheduled, private and public formats

## 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 interests
- Tracks everything that happens in the center for reporting and lead qualification
- Notifies your recruiter when a visitor arrives, even with browser window minimized, to facilitate multitasking
- Sends e-mails and site activity reports to your everyday e-mail accounts, precluding the need for constant monitoring

# One Week Custom Career Fair Program Overview

## Features

- Hosted service—live for 1 week
- Move-in-ready Custom Career Fair site starting Monday at 12:00 p.m. Eastern time—just pick your colors and upload your job postings
- Visitor registration and log-in process to keep your site secure
- Lead generation and qualification data captured by registration
- 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.
- Technical support to help you manage your Job Fair site

## Marketing Support

Internet advertising with a guaranteed minimum of 25,000 impressions using a variety of the following creative units:

- Traffic driver banner ads on NursingCenter.com, NursingJobsPlus.com, and other nursing web sites selected according to your needs from more than 50 sites comprising the Nursing Channel of myLWW eJournal Network
- Text ad on targeted e-newsletters
- Dedicated e-mail broadcast



## Cost

\$3,000 gross per week (Monday-Sunday)

**Reserve your week now!**

Contact your online advertising sales representative for more details or e-mail us at  
[NursingOnlineAdvertising@wolterskluwer.com](mailto:NursingOnlineAdvertising@wolterskluwer.com)