



Interbiznet

Interbiznet is a Human Capital Consulting and Publishing Company located in Northern California. Founded in 1993, the firm has chronicled and shaped the evolution of Electronic Recruiting and the accompanying advances in Human Capital Technology. Still led by its founder, John Sumser, the company influences the influencers who shape the investment, technical and execution elements of the burgeoning Human Capital Industry.

The company engages in a wide range of publishing activities. Three flagship daily newsletters reach the desks of over 32,000 members of the industry at large. Annual industry analyses, white papers and customized research fill out the firm's operational portfolio.

Interbiznet practices "extreme thought leadership". Over the course of its eleven-year history, the company has consistently identified the leading edge of Recruiting Practice and Technology in its reports and daily newsletters. As a result, the company's audience is fiercely loyal and consistently growing. The company works diligently to develop strong relationships with a network of key influencers in all aspects of the industry it covers.

The Newsletters

The Electronic Recruiting News (<http://www.interbiznet.com/hrstart.html>)

Each business day, founder John Sumser pens a provocative article on some aspect of the Electronic Recruiting Industry. Recent coverage has included the Applicant Tracking System Marketplace, Employment Website Etiquette, Job Board Performance and insights on coming technologies that will further force the industry to evolve. An archive of over 3,500 articles, presentations, white papers and reports complements the daily newsletter.

Interbiznet Bugler (<http://www.interbiznet.com/interbizbugler/dailyindex.html>)

Donna Troisi has been delivering topical news about the industry for the past six years in the Bugler. Each day offers a concise view of the industry events and announcements that shape the competitive environment.

First Steps In The Hunt (<http://www.interbiznet.com/hunt>)

Our newsletter for job hunters allows us to generate job hunter traffic for our customers. Edited by industry veteran, Carrie Baggs, the newsletter presents the latest trends in job hunting.



Audience Characteristics

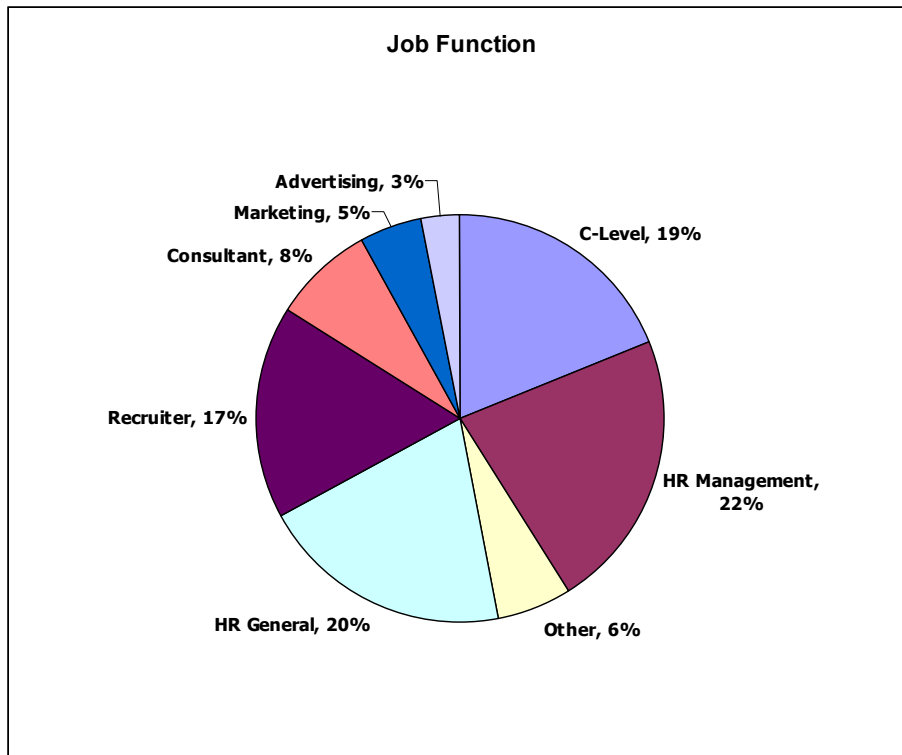
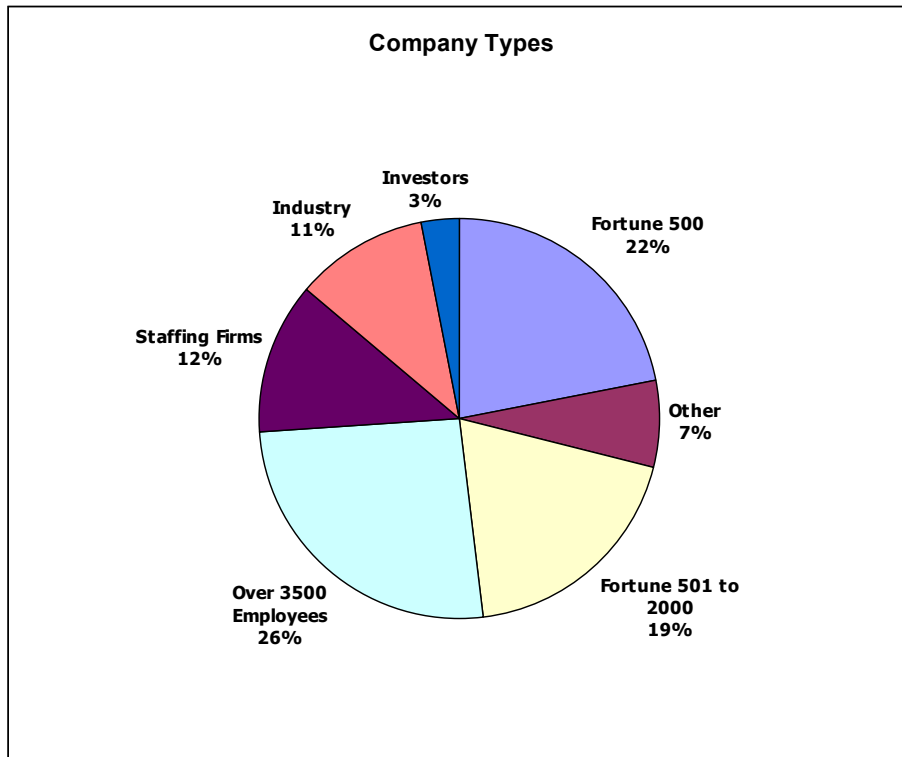
- Each newsletter is delivered simultaneously online and email;
- Content is designed to appeal to decision makers and influencers
- The Electronic Recruiting News targets planners and strategists.
- Interbiznet Bugler targets market watchers interested in competitive intelligence, new product launches and tactical industry change
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Traffic

- Interbiznet Publications are the most widely read dailies in the industry
- Each newsletter is delivered simultaneously online and email.
- Electronic Recruiting News reaches 17,500 discrete readers each week;
 - o 75% Read Online, 25% Read in email
- Interbiznet Bugler reaches 16,000 discrete readers each week;
 - o 45% online, 55% in email



Interbiznet Audience





Creative Specs

- **Newsletter Banner:**

A hot linked GIF, designed by the advertiser appearing at the top of one newsletter, just beneath the Newsletter's title banner.

Size: 468 pixels wide by 60 pixels high.

Maximum file size of 10K

- **Newsletter Tile/Button:**

A hot linked GIF, designed by the advertiser, appearing adjacent to the newsletter content in the left hand column.

Size: 89 pixels wide by 44 pixels high.

Maximum file size of 5K

- **Newsletter Text AD:**

One paragraph of text, delivered by the advertiser, appearing at the bottom of the Newsletter article.

Size: 17 Lines max, include URL for link to correct page.

Contact Information

Colleen Gildea

415-377-2255

415-389-8497 Fax

colleen@interbiznet.com



Screen Shots, Rate Information and Terminology

Electronic Recruiting News <http://www.interbiznet.com/hrstart.html>
 Electronic Recruiting News in Email (ERNIE) <http://www.interbiznet.com/ernie.html>
Frequency – Daily Editorial, Monday thru Friday

Demographics
 55% HR Recruiters
 40% 3rd Party Recruiters
 5% Market Researchers

Reach
 Email Subscribers
 • 10,000 Opt-In

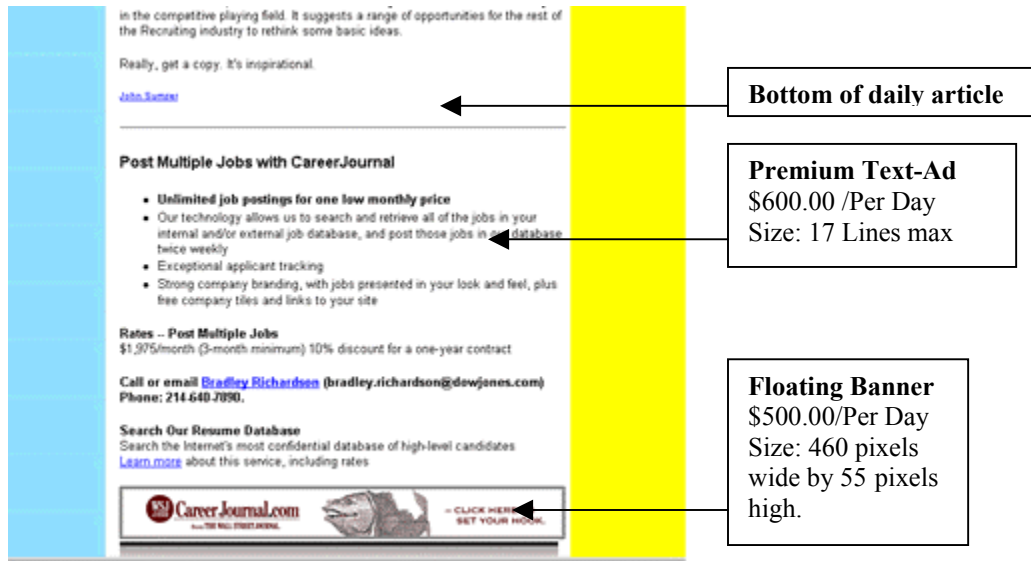
Web-Site-Readers
 • 6,000-Daily

Premium Banner
 \$600.00/Per Day
 Size: 460 pixels wide by 55 pixels high.
 Max file size 10K

Sponsor Tile
 \$400.00/Per Day
 Size: 89 pixels wide by 44 pixels high.
 Max file size 5K



Premium Banner placed on top of web page, **Sponsor Buttons** run down the side of web page.
Premium Text-Ads and Floating Banners placed at the end of web page (below the daily article)



Rate information:

Daily Newsletter Rates	Pricing Per Newsletter
Premium Banner	\$600.00
Premium Text	\$600.00
Sponsor Button	\$400.00
Float Banner	\$500.00



The Bugler <http://www.interbiznet.com/interbizbugler/dailyindex.html>

Frequency – Daily News Bytes and industry information, Monday thru Friday
Premium Banner placed on top of web page, Sponsor Buttons run down the side.

Demographics
 50% HR Recruiters
 45% 3rd Party Recruiters
 5% Ad Agencies

Reach
 Email Subscribers
 • 11,000 Opt-In

Web-Site-Readers
 • 6,000-Daily



Premium Banner
 Advertisements
 \$600.00/Per Day
 Size: 460 pixels wide by 55 pixels high.

HERE, EVERY CATCH IS A BIG FISH.

RECRUITERS :
 John Sumser's Recruiting News

FEATURES:
 Trends Reports
 News In Email: Bugler (Sign-up) Industry News ERNIE (Sign-up)

Author: **Donna Troisi**
 interbiznet presents the interbiznet Bugler
 January 29, 2004

MoneyBall
 Read John Sumser's article in the [Electronic Recruiting News](#).

Check Out the Competition
[WestchesterCountyJobs.com](#) is a new regional job board for Westchester County, New York. Part of the [AllCountyJobs.com](#) network, the site is powered by [Jobtarget.com](#) job board technology.

Lost Jobs
 What happened to the Federal Reserve Chairman's Office...

SPONSORS :

Give back to the community.

DECREASE YOUR CPH

Employer's Guide to Top Job Boards

Sponsor Button
 Advertisements
 \$400.00/Per Day
 Size: 89 pixels wide by 44 pixels high.
 Max file size of 5K

Premium Text-Ads and Floating Banners placed at the end of the daily article

Our Rate Card

Today's Electronic Recruiting News

popular online job search engine being used by job seekers is told telling prospective employers (72%).

Drop A Note ...
 ...and [send us](#) your company news, placements, personnel changes, and other interesting tidbits.

Beat the Price Increase at Job.com...

You have just a couple of days left to take advantage of the beat the price increase special at Job.com.

For as little as \$59 per month, you will be able to post 25 job ads AND get access the 800,000 Job.com members registered in the Job.com resume database.

According to ComScore MediaMetrix, Job.com is the 4th most visited career site on the web, and at these low rates, it is certainly the best value!

Call 1.800.609.3900 to sign-up now with a Job.com Account Executive or register online here:
<http://www.job.com/recruiters/index.cfm?tid=register.cfm&us=364>

Job.com Gear for your Career
 Reach as many as 20 Million JobSeekers with your Ad!

Email Address

Request Subscribe Unsubscribe

Bottom of daily

Premium Text-Ad
 \$600.00/Per Day
 Size: 17 Lines max

Floating Banner
 \$500.00/Per Day
 Size: 460 pixels wide by 55 pixels high.

Ask for a proposal –

Discounts are applied in relationship to size and length of Campaign.

Contact Colleen Gildea (415) 377-2255 or colleen@interbiznet.com