

Bio Careers[®]

MEDIA KIT



Caltech



Penn
UNIVERSITY of PENNSYLVANIA



UNIVERSITY *of* WASHINGTON

Albert Einstein
Brandeis University
Brown University
California Institute of Technology
Cedars Sinai
City of Hope
Columbia University
Emory University
Florida State University
Georgetown University
Gladstone Institutes
Howard University
MD Anderson
Memorial Sloan-Kettering Cancer Center
Michigan State University
Mount Sinai Medical Center
New York University
NIAID
NIAMS
NICHD
NIDDK
NIMH
Northwestern University
Stony Brook University
UNC Chapel Hill
University of Arkansas for Medical Sciences
University of California Los Angeles
University of Colorado Denver
University of Louisville
University of Maryland Baltimore
University of Massachusetts Medical School
University of Miami
University of Pennsylvania
University of Rochester
University of Southern California
University of Texas, Medical Branch
University of Washington
Virginia Commonwealth University
Wadsworth Center
Wake Forest

Member Institutions



The leading recruiting source for
postgraduate life scientists

Bio Careers® reaches MDs and postgraduate life scientists through a consortium of top graduate schools



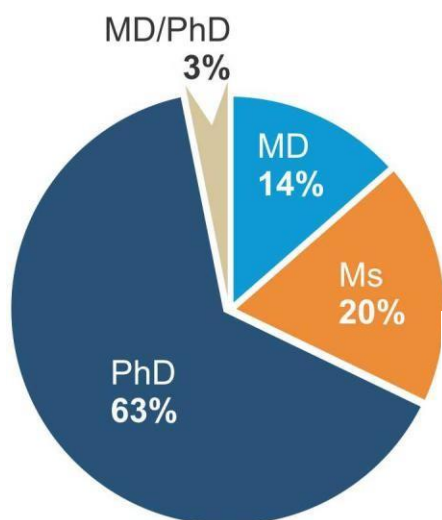
www.BioCareers.com/employers

Jobseeker Demographics

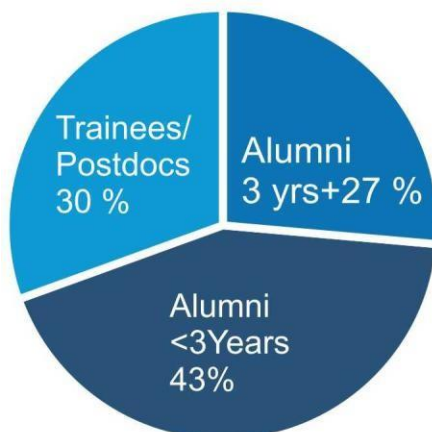
Reach

The network reaches over 350,000 graduates, postdocs, and alumni with up to 15 years of experience.

Degree



Scientific Experience



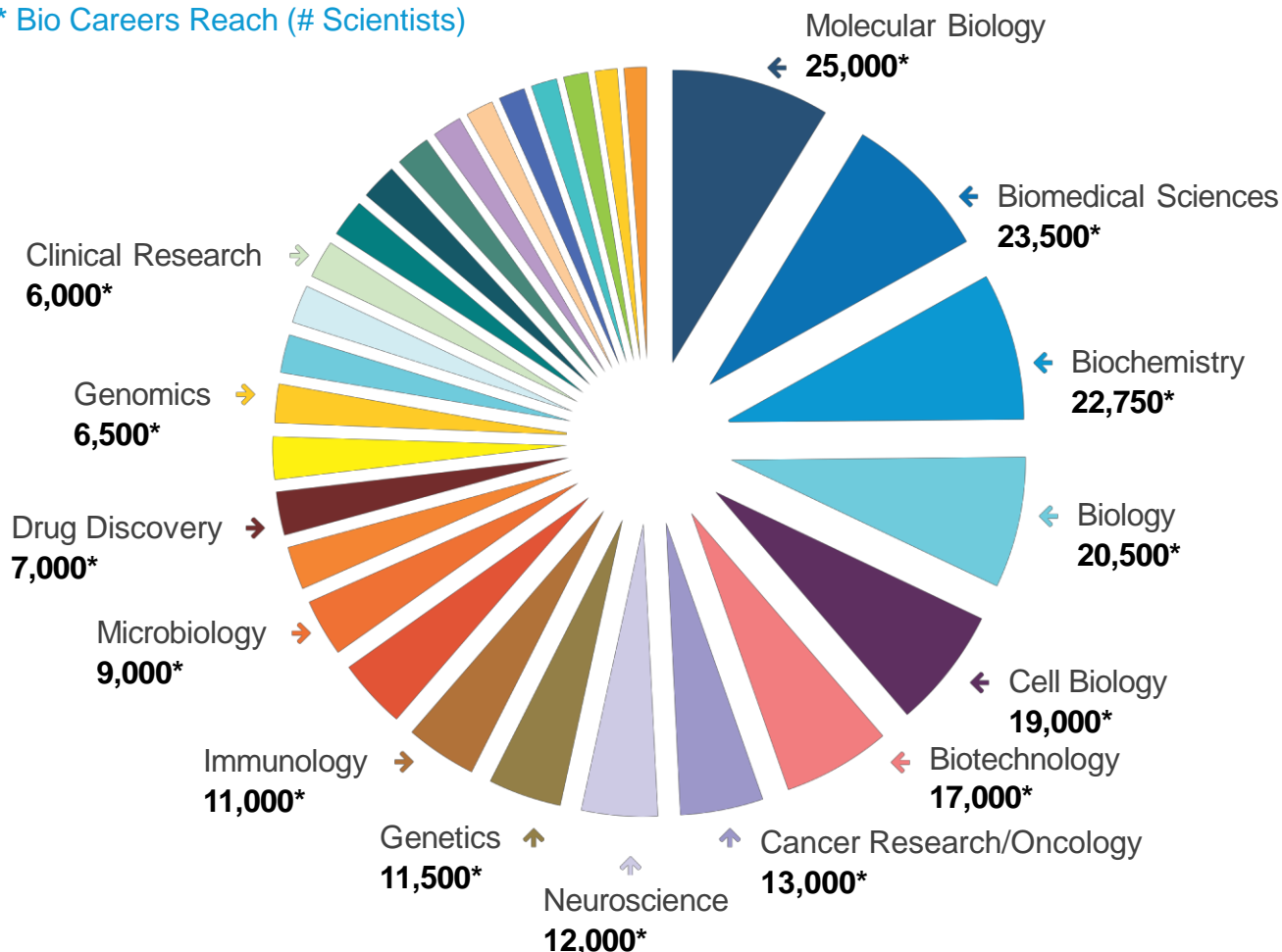
Career Interest

Biopharma	54%
Academia	54%
Consulting	27%
Entrepreneurial/Startups	23%
Healthcare	21%
Teaching	18%
Non-Profit	16%
Government	15%
Venture Cap	11%
Int'l Affairs/Dev	10%
Inv. Banking	9%
Media	8%



Scientific Background

* Bio Careers Reach (# Scientists)



Scientific Disciplines

- ← Molecular Biology
- ← Biomedical Sciences
- ← Biochemistry
- ← Biology
- ← Cell Biology
- ← Biotechnology
- ← Cancer Research/Oncology
- ← Neuroscience
- ← Genetics
- ← Immunology
- ← Postdoctoral
- ← Microbiology
- ← Chemistry
- ← Drug Discovery
- ← Developmental Biology
- ← Genomics

All other areas total a reach of **64,000, including Nanotechnology, Engineering, Pathology, Public Health, Physics, Diagnostics, Evolutionary Biology, Psychiatry, Preclinical Development, Environmental Science, Toxicology, Agriculture, Statistics, Material Science, Epidemiology, Ecology, Internal Medicine, Pharmacokinetics, Surgery, Anatomy, Biometrics, Marine Science, Mathematics, Pediatrics, Rheumatology, Information Technology and Veterinary Medicine.

Recruitment Events

Online Open House

Present materials and listings in an online booth for two weeks. Bio Careers will market the event. Promote your program and recruit directly via video chat during two live days.

- [Contact your Bio Careers® rep for pricing](#)

Employer Webinars

Promote your organization through a 1 hr webinar to our community. 20 mins presentation/40 mins Q&A. On site for 1 Yr.

- [Employers over 500 ee's - \\$1000](#)
- [Employers 51-500 ee's - \\$500](#)
- [Employers 50 and under - \\$250](#)

Employer Events

Meet Jobseekers face to face at a Bio Careers Job Fair, by hosting a tour at your facility, or by speaking on campus.

- [Job Fairs](#)
- [Employer Tours](#)
- [Employer Speakers](#)

For more information contact

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Sales Executive
P 877.862.4656 x. 0
F 877.862.4315
352 Meder St. Santa Cruz, CA 95060

www.BioCareers.com/employers

Online Recruitment Advertising

Banner Advertising

Retargeted Banners

Provide employer branding for candidates and help drive traffic to your listings. Ads targeted across web reaching only Bio Careers scientists.

- 728X90px Leaderboard
- 300X250px Rectangle
- 160X600px Wide Skyscraper
 - \$50 per 1,000 impressions
 - Minimum per insertion: 10,000
 - Animated or Static

120X60px Logo

- Rotating - \$149/month
- Fixed logos - \$199/month

Email Marketing

Build your brand through email

- Newsletter Profile (Registered Users) - \$450
(Employer profile sent to 30,000+ registered users)
- Newsletter Job Listing - \$125
(Link to Job Listing sent to 30,000+ registered users)
- Exclusive Blast to Scientific Discipline - \$1,000
(Exclusive email sent to a select portion of our 30,000+ registered users)

Social Marketing

Your job listing visible on social networks

- Social Turbocharge - \$199
(Posted at two week intervals to Bio Careers® LinkedIn, Facebook and Twitter Feeds. Listed on 100+ relevant LinkedIn Groups, by permission.)
- Social Turbocharge Plus - \$399
(Posted at weekly for 4 weeks to Bio Careers® LinkedIn, Facebook and Twitter Feeds. Listed on 200+ relevant LinkedIn Groups, by permission.)
- PPC Turbocharge - \$199
(Optimized to top slots of 100+ PPC sites, incl. LinkedIn, Facebook, Diversity Jobs)

Job Postings

Job Postings (60 day postings) include:

• **30 Day PPC Turbocharge:** Optimized to top slots of 100+ PPC sites, incl. LinkedIn, Facebook, DiversityJobs
• **60 Day Resume access**

- (1-4 postings) – \$399/job
- (5-14 postings) - \$339/job
- (15-24 postings) - \$279/job
- (25-49 postings) - \$219/job
- (50+ postings) - Contact your Bio Careers® rep

Listing Upgrades

Provide a greater impact for each job listing

- E-School Listing - \$125
(Jobs sent on a monthly newsletter to 4 consortium schools of choice)
- PPC Turbocharge Refill- \$99
(Extend the benefits of PPC Turbocharge to the full 60 days of your listing)
- Featured and Spotlight Listing - \$99
(Jobs prominently featured alongside the jobs board and appear at the top of job seeker searches)
- Highlight Listing - \$50
(Jobs highlighted in job seeker searches)

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