

# Bio Careers<sup>®</sup>

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**



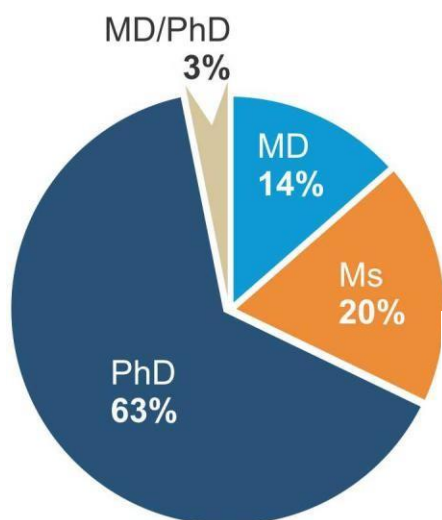
[www.BioCareers.com/employers](http://www.BioCareers.com/employers)

## Jobseeker Demographics

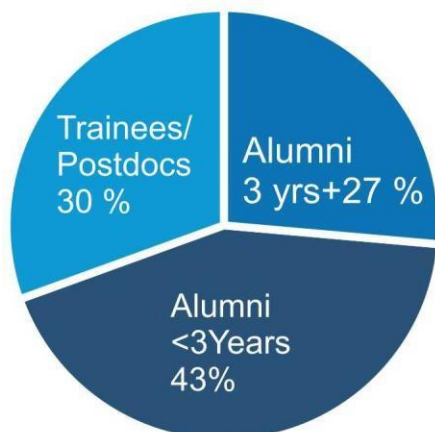
### Reach

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

### Degree



### Scientific Experience



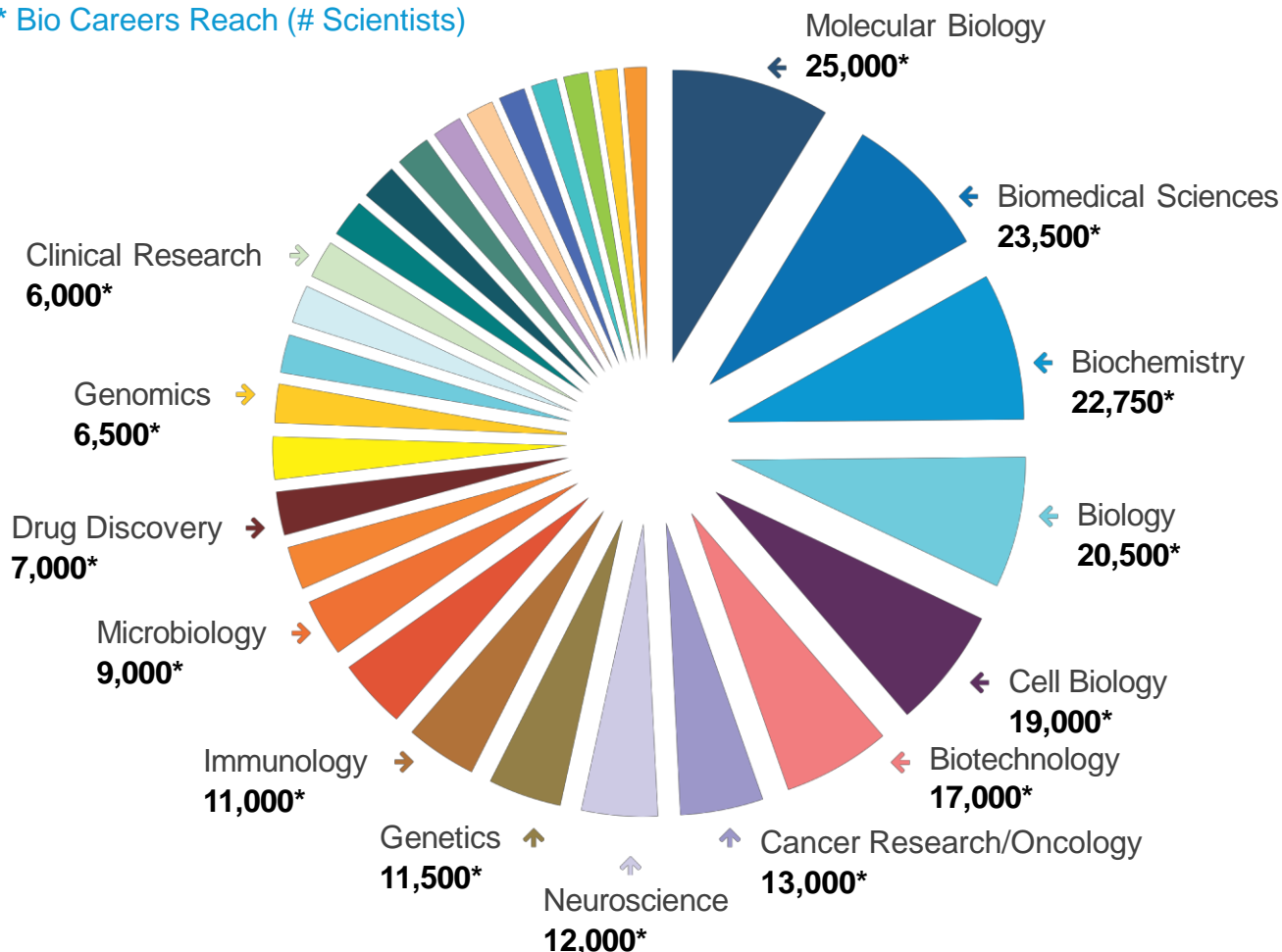
### Career Interest

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

**Faith Leron**  
**Sales Executive**  
P 877.862.4656 x. 110  
F 877.862.4315  
352 Meder St. Santa Cruz, CA 95060

[www.BioCareers.com/employers](http://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 29,000+ registered users)
- Newsletter Job Listing - \$125  
(Link to Job Listing sent to 29,000+ registered users)
- Exclusive Blast to Scientific Discipline - \$1,000  
(Exclusive email sent to a select portion of our 29,000+ 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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