



HEALTHCARE

Monster Healthcare: The Clear Winner over CareerBuilder in Healthcare Recruitment

Why Monster?

Monster is the fastest growing career site in the healthcare industry. The world's #1 online recruiting solution and 14th most visited site on the Web¹, Monster delivers exceptional people and great hiring results – faster and more cost-effectively than CareerBuilder. Millions of healthcare job seekers turn to Monster. With more than 2.5 million healthcare resumes² in our database, Monster can help you source and attract the talented healthcare workers you need – locally, nationally, and globally. It's no wonder Monster is the preferred career destination over CareerBuilder for healthcare industry workers.

**FACT:
Monster Outperforms
CareerBuilder**

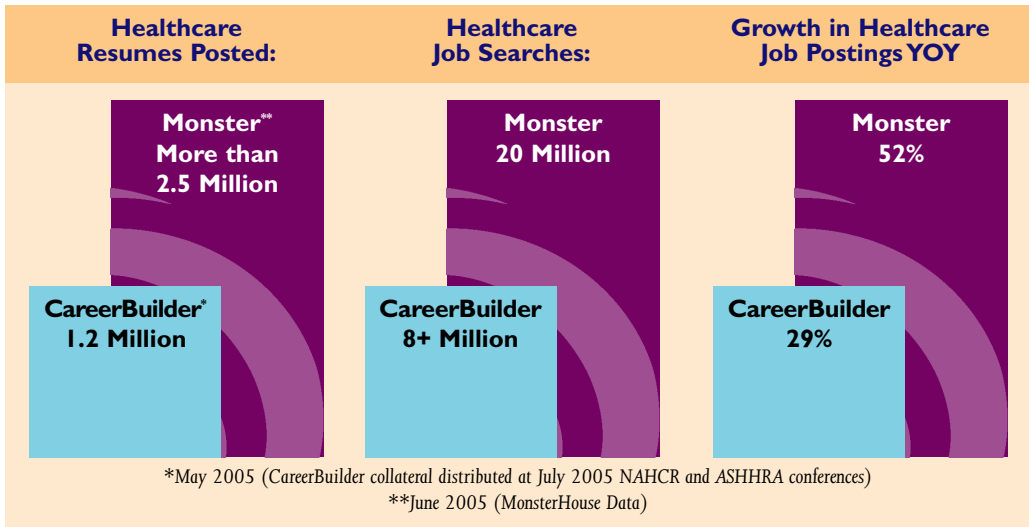
- More healthcare resumes
- More healthcare job searches
- Bigger healthcare commitment
- More online visitors
- Smarter, targeted advertising
- Stronger partnerships
- More complete sourcing and recruiting solution
- Faster ROI

FACTS PROVE: Monster outperforms CareerBuilder every step of the way. Here's how:

Most healthcare job seekers –

With more than 2.5 million healthcare resumes², the Monster resume database offers over twice as many healthcare resumes than CareerBuilder.

Monster adds over 30,000 new healthcare resumes to its database each week² – delivering you a constantly growing pool of qualified healthcare candidates. With more than 20 million healthcare job searches conducted monthly², **healthcare is the #1 job search category on Monster**. In 2004, the Monster healthcare resume database grew by over 230%² — a pace CareerBuilder can't match.



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Source:

1) ComScore Media Metrix, June 2005
2) Monster House Data



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Biggest commitment to healthcare customers –

Healthcare customers aren't looking for job postings.

CareerBuilder may offer a lot of healthcare job postings. But that means little to healthcare customers like you that need to fill critical positions in your organization. Monster attracts more and more quality healthcare job seekers each week. And with our dedicated site – <http://healthcare.monster.com> – we provide free content and professional development tools that continue to draw new job seekers to Monster.

Most visible online exposure –

Monster online advertising attracts far more unique visitors than CareerBuilder.

Online job boards are the fastest growing source of new hires³. That's why Monster invests monthly in advertising on up to 5000 highly-visible Internet sites such as Google, The Weather Channel, eBay, Infinity Radio, IVillage, Discovery.com, and Ask Jeeves. CareerBuilder spends millions on recruitment, yet drew only 18 million unique visitors in March 2005⁴. During the same period, **Monster attracted over 29 million unique visitors** with online advertising alone.

Smartest marketing campaigns –

CareerBuilder wastes money on newspaper advertising – while Monster invests in targeted media that focus on the job seekers healthcare employers need.

Newspaper advertising wastes time and money on non-qualified job seekers. That's why Monster

focuses its print advertising on trade publications that directly target healthcare workers – like *American Journal of Nursing*, *Radiology Today* and *US Pharmacist*. We also advertise on healthcare Web sites such as ASRT.org and AORN, exhibit at major industry events and co-market with companies like Elsevier, the nation's largest textbook provider to nurses. With **Monster's over \$100 million investment in local and national marketing**, you can be sure your job postings will get exceptional exposure.

FACT: Monster Partnerships Reach Qualified Job Seekers

- American Association of Colleges of Nursing (AACN)
- American Association of Retired Persons (AARP)
- American Nursing Association (ANA)
- Community Connect Inc. (CCI)
- Emergency Nurses Association (ENA)
- National Association for the Advancement of Colored People (NAACP)
- Sigma Theta Tau International (STTI)
- Visiting Nurses Association of American (VNAA)

FACT: Monster Marketing Reaches Most Qualified Job Seekers

| Online | In Trade |
|------------------------|-----------------------------|
| AORN.org | American Journal of Nursing |
| NBNA.org | Nursing 2005 |
| ASRT.org | Nurse Practitioner |
| E-Healthcare Solutions | PT Magazine |
| IVillage Network | JOSPT |
| Ask Jeeves | Radiology Today |
| | US Pharmacist |



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Source:

3) Healthcare Monster Intelligence Report, November 2004

4) ComScore Media Metrix, March 2005



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Strongest industry partnerships –

Monster healthcare partnerships reach more qualified job seekers than CareerBuilder.

In healthcare, demand often outweighs supply. That's why **Monster forms partnerships with national and global organizations that reach the largest groups of job seekers** in the disciplines you need.

These include Sigma Theta Tau International, American Nurses Association, Visiting Nurses Association of America, and Community Connect, Inc – the world's largest membership site for job seekers from diverse ethnic backgrounds.

Alliances like this are far more powerful than those of CareerBuilder. Their partnerships are frequently local in reach and focus on building relationships with employers, or limited groups of thought leaders and low-demand healthcare professionals. In an industry where vacancy rates often stretch into the double digits, these partnerships offer little value to employers like you.

Most complete online sourcing and recruiting solution –

Healthcare recruiters need more than resumes to get the best hiring results.

Only Monster provides an extensive suite of online tools and capabilities to help you quickly and easily post jobs, zero in on the right candidates and more efficiently manage recruitment. These are supported by a dedicated healthcare team that understands employer challenges and works with you to customize a results-driven solution just for you. Unlike CareerBuilder, Monster does more than connect job seekers with companies that need them. We provide advice and resources that help the whole hiring process go smoothly.

Fastest return on your recruitment investment –

Monster time-to-hire beats industry average.

The healthcare industry average time-to-hire is 84 days. The average healthcare job posting on Monster lasts only 41 days³. With Monster, your job postings get immediate results. Our online tools not only help you find and hire candidates fast, they enable you to do it at a fraction of the cost of traditional recruitment tools.

**To learn more about how Monster can help you,
visit <http://healthcaresolutions.monster.com>
or call a Healthcare Internet Recruitment Consultant today:
1-800-MONSTER (1-800-666-7837)**



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