

TooBusyWorking.com

Two ways to reduce your nurse recruitment marketing costs by 80% over job board postings, print advertising and direct marketing.

1

Pay-for-Performance

Don't pay for advertising, pay for results. If you choose the Pay-for-Performance pricing option, your listings on TooBusyWorking.com are free of charge. You only pay a small fee (either \$3 or \$2 depending on priority setting) for visitors we send to your website.

Ask us about customizing a Pay-per-Resume option.

2

Job Slot Packages

With slots you can post a job today, fill it tomorrow, and replace it with another job – all for one low price. Change it as many times as you wish during the entire 30-day duration. It's up to you.

The screenshot displays the TooBusyWorking.com website interface. At the top, there are navigation tabs for 'My Jobs', 'My Profile', 'Employers', and 'Help', along with a 'Sign In' button. The main content area is divided into three sections:

- Search:** A sidebar with various filters including 'Search for positions within' (miles of ZIP code), 'Status (APN, RN, etc.)', 'Practice Areas', 'Shifts (Days, Nights, etc.)', 'Schedules (Full Time, etc.)', 'Employer', 'Listed - Anytime', and 'Keywords'.
- Listings:** A central column showing three job listings:
 - Registered Nurse:** ICU/CCU | Pool, Rotating Shifts. Philadelphia, PA. Job info: Must be a Graduate of Accredited RN Program. Advanced Cardia Life Support Course Certification necessary. Per Diem position for an experienced critical care RN.
 - Registered Nurse - Women's Services:** Women's Services | Per Diem, Days. Allentown, PA. Job info: PA RN licensure. Minimum 1 year current med-surg acute care RN experience required; specialty experience preferred. Weekend and holiday rotation; on call and sh.
 - Assistant Nurse Manager:** Management - Telemetry | Full Time, Days. Trenton, NJ. Job info: NJ RN License. Bachelor's degree. 1 year of demonstrated competency in a charge role. National certification in area of specialty.
- Sponsored Advertisement:** A large ad for Nemours, Alfred I. duPont Hospital for Children. The ad features a photo of a young girl and the text: 'Dedicated to Nurses who are dedicated to children. Make a positive impact on Pediatric Critical Care. Apply Now.' The Nemours logo and 'Nemours Children's Clinic' are also visible.

At the bottom of the page, there are links for 'Privacy Policy', 'Terms Of Service', 'About', 'Feedback', and 'Sitemap'. A copyright notice at the very bottom states: 'TooBusyWorking is a registered trademark of Davis Advertising Inc. Copyright 2009'.

1 Pay-for-Performance Rates

Pay only for visitors that TooBusyWorking sends to your website or who apply to your organization via our Easy Apply option. You can set your own spending limits to ensure that you keep within your budget.

Listings

Priority Listing – \$3 per visit

- Premium placement in search results
- Extensive marketing and SEO support
- *Easy Apply* feature
- Link to posting on employer website
- Link to employer home page

Priority Listing

Registered Nurse OR
Operating Room | Full Time, Flexible

Anchorage, AK ([Map](#)) - RN with current PA license & OR experience. Peri-operative course preferred... [\[+\]](#)

Socrates University and Medical Center
Tell-a-Friend | [Contact Employer](#) [Easy Apply](#)

Basic Listing – \$2 per visit

- *Easy Apply* feature
- Link to posting on employer website
- Link to employer home page

Registered Nurse OR
Operating Room | Full Time, Flexible

Anchorage, AK ([Map](#)) - RN with current PA license & OR experience. Peri-operative course preferred... [\[+\]](#)

Socrates University and Medical Center
Tell-a-Friend | [Contact Employer](#)

SEO

All TooBusyWorking job listings are Search-Engine Optimized

METRICS

Included with all TooBusyWorking services.

Practice Sponsorships



Use our proprietary micro-targeting technology to focus your advertising on the audience you want to reach.

Micro-targeting increases message relevancy and allows you to significantly reduce advertising costs.

Sponsorship Options

- Geo-target via the ZIP code/radius you specify (e.g., 15 miles of 19103)
- Select target audience
 - Practice Area/Specialty (e.g., ER, OR)
 - Nursing Status (e.g., APN, RN)
 - Shift (e.g., Night)
 - Schedule (e.g. weekends)
- Hyperlink to landing page or employer website

350 pixels wide x 420 pixels high

More space than most other standard Web banners. Supports multiple formats including Adobe® Flash and video.

Low Cost

1 cent per impression / \$5.00 per click-through (1,000 impressions cost \$10)

Easy Budget Management

"Set it and forget it" or manage your budget weekly. There are no minimum spending requirements.

SPONSORSHIP DESIGN SERVICES

Sponsorship Design (JPEG, Flash, GIF)	\$135
Destination Page from Template	\$350
Custom Destination Page	\$525
Complex Adobe <i>Flash</i> ® Design / Video	Quoted

2 Job Slots Rates

If you have need for more than 20 job postings slots, or for custom payment options, call Brad Petersen at (610) 227-0406.

	\$600 per month Save 54%	\$450 per month Save 31%	\$200 per month Save 23%	\$110 per month Save 15%	\$65 per month
Job Slots	20 job posting slots	10 job posting slots	4 job posting slots	2 job posting slots	1 job posting slot
Priority Listing	Yes	Yes	Yes	Yes	Yes
Weekly Update	Yes	Yes	Yes	Yes	Yes
Easy Apply w/E-Mail Alerts	Yes	Yes	Yes	Yes	Yes
Add Job Slots	\$30 per slot	\$45 per slot	\$50 per slot	\$55 per slot	\$65 per slot
Sponsorships	2 Included + free design	1 Included + free design	1 Included Add \$135 for design	1 Included Add \$135 for design	Additional \$265 for 90 days
Custom E-Blast Up to 5,000 Nurses	1 per 6-month agreement*	1 per 6-month agreement*	Additional \$525	Additional \$525	Additional \$525
Metrics - All Services	Yes	Yes	Yes	Yes	Yes
Unlimited Clicks - All Services	Yes	Yes	Yes	Yes	Yes

* Must pay for e-blast at standard rate of \$525 if 6 month agreement is not fulfilled.

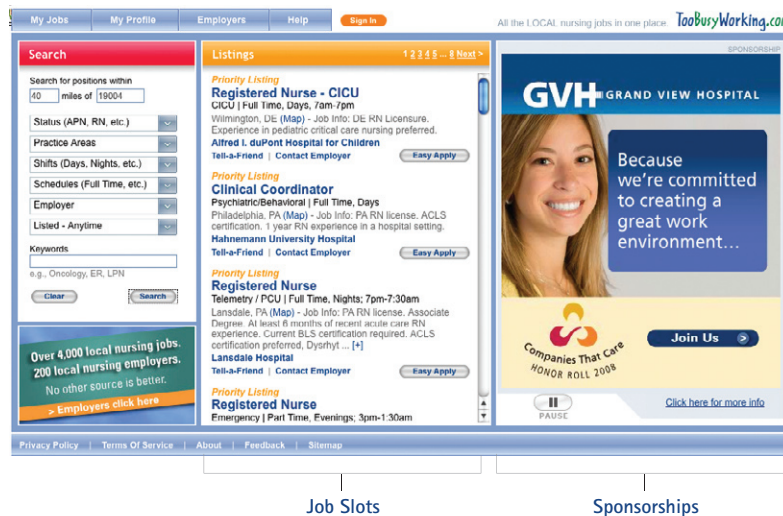
Add-Ons

TooBusyWorking.com Sponsorship: \$265
Includes creation of animated graphics and 90 days online.

Change Sponsorship Graphics only: \$135

Sponsor Job on Job Aggregators: \$165
Premium positioning on **Indeed/SimplyHired** and improved SEO for 30 days.

Customized E-blast: \$525
Sent to up to 5,000 nurses centered at the ZIP Code of your choice.



Job Slots

Sponsorships

Definition of Terms

Job Slots – A reusable job posting space purchased for a defined period of time where a recruiter is able to change the job at any time.

Priority Listing – These jobs receive premium positioning near the top of the search results page.

Weekly Update – As a member, your jobs will be refreshed on a weekly basis to avoid the posting of any jobs that have been filled and include the newest openings.

Sponsorships – The large display ad positioned on the right side of TooBusyWorking.com. Display is triggered by the job seeker's search criteria.

Metrics: Reporting Services

Our reporting services provide you with up-to-the-minute activity and expense reporting. All reports may also be viewed in Microsoft® Excel.

Listings Data

Real-time reporting of visits and impressions for your job listings.

Reports > Listings Data

[View results in Excel](#)

Show from 6/22/2008 to 7/22/2008

Practice Area Job Title	Shift Schedule	Facility	Type	Average Position	Impressions	Responses	Visits
IV Therapy Pediatric Nursing Manager	Evenings Full Time	Socrates University and Medical Center	Listing	5.5	4	0	0
Legal test job title	Days Full Time	Socrates University and Medical Center	Listing	10.3	32	0	0
Legal test job title	Days Full Time	Socrates University and Medical Center	Priority Listing	8.0	50	0	1
Education Poison Information Specialist	Days Full Time	Socrates University and Medical Center	Priority Listing	3.9	211	1	1

Sponsorship Data

Real-time reporting of visits and impressions for your job sponsorships.

Reports > Sponsorship Data

[View results in Excel](#)

Show from 6/22/2008 to 7/22/2008

Practice Area(s)	Start Date	End Date	Impressions	Visits
No records to display.				

Billing Summary

Real-time billing information.

Reports > Billing Summary

[View results in Excel](#)

Show from 6/22/2008 to 7/22/2008

Date	Transaction No.	Practice Area Job Title	Facility	Recruiter	Feature Type	Cost
07/18/2008 11:12	125256	Legal test job title	Socrates University and Medical Center	Chris Taylor	Apply Link for Priority Listing and Response	\$3.00
07/12/2008 12:22	125253	Cardiology Cardiac Rehabilitation Nurse	Socrates University and Medical Center	Kris Kringle	Apply Link for Priority Listing and Response	\$3.00
07/10/2008 10:53	125248	Education Nursing Instructor	Socrates University and Medical Center	Kris Kringle	Employer Link for Priority Listing	\$3.00
07/02/2008 12:22	125238	Education Poison Information Specialist	Socrates University and Medical Center	Charles Thomas	Apply Link for Priority Listing and Response	\$3.00
06/29/2008 21:40	125234	Education Nursing Instructor	Socrates University and Medical Center	Kris Kringle	Employer Link for Priority Listing	\$3.00