

## EngineerSalary.com E-Marketing

Reach into the most focused source of Engineering Professionals in the nation with EngineerSalary.com E-Marketing.

EngineerSalary.com E-Marketing is highly effective for promoting a wide variety of offers, including **Employment Opportunities**, Job Fairs; Conferences, Seminars, Education and Training Programs.

Promote **New Products**, **Product Advertising**, **Product Updates** and many other offers needing high quality respondents — and fast turnaround.

EngineerSalary.com is the only resource of its kind — attracting highly specific and relevant users across all major engineering and technical disciplines throughout the United States.

Email marketing is the fastest and most effective vehicle to communicate your message to a focused audience ... of Engineers and Technical Managers. EngineerSalary.com enables you to **pinpoint your target audience, build brand awareness** — and immediately put your message in front of them.

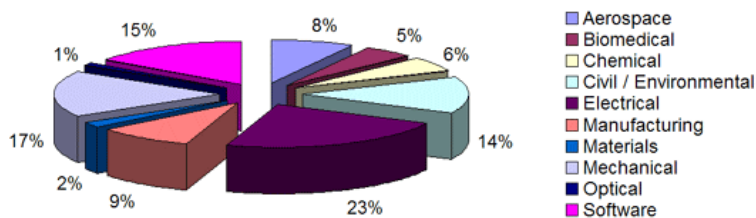
### Measurable Results...

**Response is immediate** — over 85% of responses occur within 48 hours. Online reporting of Email Campaign Results is included, and details include delivery, open, and click-thru rates.

### Easy to Use...

Select your target audience and email us the message you want to send to **hundreds of thousands of engineers and/or engineering managers nationwide**. Our ad copy group will assist you, and send your message within 24-48 hours.

Choose your **targeted Engineering Disciplines**:



And further define your target audience across multiple categories† including:

- Job Level
- Industry
- Years of Experience
- Company Size
- Secret or Top Secret Clearance
- Geography by State

† For detailed counts, please request our **Email List Datacard**.

## Recent examples of Email Campaigns >>



## DEMOGRAPHICS



EngineerSalary.com attracts a broad range of U.S. engineering and technical professionals. We update our demographics every six months to reflect growth and traffic changes.

Users averaged 9 years of work experience in engineering after completion of their undergraduate degree. Over 97.9% had a BS degree in an engineering discipline, less than 2% have a BA, BT or other degree. 49% of users searched on MS in a technical discipline, 17% on MBA and 19% selected PhD. 21% included a Secret clearance or Top Secret clearance in their search criteria. 68% of users were individual contributors, 28% were engineering and technical managers and 4% all other categories. On average in 2007, ESC hosted over 51,000 unique users per month, comprised of approximately 29,000 new and 22,000 returning users. Visitors spent an average of 13 minutes on the site. ESC is growing by 31.7% annually.

For more information, contact us today.

888-817-8919

**EngineerSalary.com E-Marketing is a cost effective advertising program with outstanding value — that works.**