



Modern Medicine
healthy patients. healthy practice.

NETWORK

***Find the qualified nurses you need
for the positions you have open today.***

**Gain access to the largest pool of healthcare
professionals on rncareers.modernmedicine.com**

REGISTERED NURSES · LICENSED PRACTICAL NURSES ·
LICENSED VOCATIONAL NURSES · NURSE PRACTITIONERS ·
CERTIFIED REGISTERED NURSE ANESTHETISTS · CERTIFIED NURSE MIDWIVES





***ModernMedicine is a direct link to the people you need.
Recruit nurses from an active, loyal, highly qualified audience.***

TAP THE POWER OF A LEADING WEBSITE

Serving a wide audience that includes registered nurses, ModernMedicine is the healthcare industry's premier website. It continues the tradition of providing information, tools and other resources for optimal patient care, practice management and professional development established as long ago as 1923.

RECRUIT FROM THE INDUSTRY'S BEST

ModernMedicine is built on relationships. Through decades of developing solutions to the challenges faced by the nursing profession, we have earned the trust of the licensed nursing community.

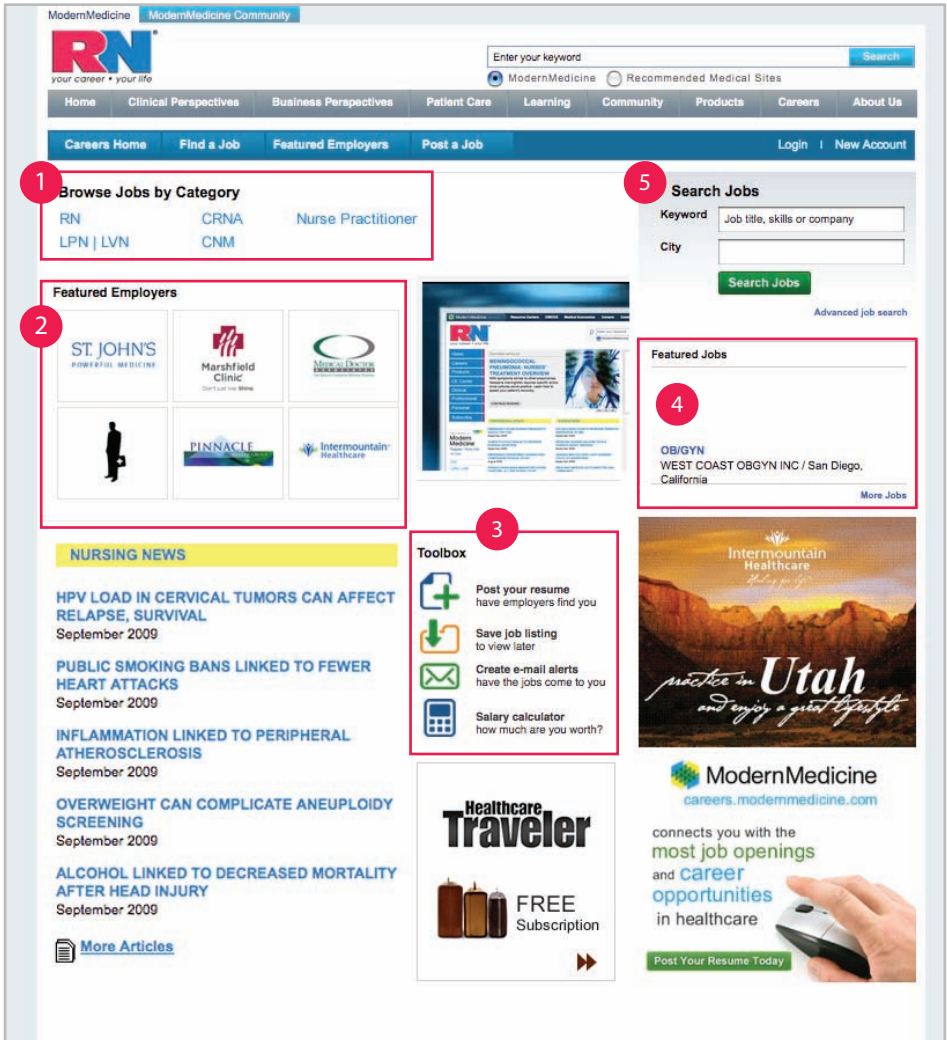
MAKE OUR INFLUENCE YOUR ADVANTAGE

ModernMedicine's daily influence on nurses' knowledge, attitudes and careers gives you unique access to this highly qualified healthcare audience. There is no better way to invest recruitment marketing dollars than with the power of brands harnessed by ModernMedicine.






- 1 **Browse by Category**
- 3 **User Tool Box**
- 5 **Search Jobs by Keyword**
- 2 **Featured Employers**
See Page 5
- 4 **Featured Jobs**
See Page 4



The screenshot shows the Modern Medicine website with the following elements highlighted by numbered callouts:

- 1** Browse Jobs by Category: A section with links for RN, LPN | LVN, CRNA, CNM, and Nurse Practitioner.
- 2** Featured Employers: A grid of logos for St. John's, Marshfield Clinic, Mass. Eye and Ear, Pinnacle, and Intermountain Healthcare.
- 3** Toolbox: A sidebar menu with icons for 'Post your resume', 'Save job listing', 'Create e-mail alerts', and 'Salary calculator'.
- 4** Featured Jobs: A section displaying a job listing for 'OB/GYN WEST COAST OBGYN INC / San Diego, California' with a 'More Jobs' link.
- 5** Search Jobs: A search form with fields for 'Keyword' and 'City', and a 'Search Jobs' button.

Other visible content includes a navigation bar with 'Home', 'Clinical Perspectives', 'Business Perspectives', 'Patient Care', 'Learning', 'Community', 'Products', 'Careers', and 'About Us'. A 'Nursing News' section lists articles such as 'HPV LOAD IN CERVICAL TUMORS CAN AFFECT RELAPSE, SURVIVAL' and 'PUBLIC SMOKING BANS LINKED TO FEWER HEART ATTACKS'. A 'Healthcare Traveler' advertisement offers a 'FREE Subscription'.

 Registered Nurses and Nurse Practitioners make up more than 30,000* registrants on modernmedicine.com

 This online community consists of more than 125,000† RN eNewsletter subscribers.

*HBX Reports: April - October 3, 2009; RN Registrants, 29,027; Nurse Practitioners, 8,252
 †Publisher's own data



Buy job ad packages best suited to your needs.

Single Package One Position to Fill

- Online for 30 days
- Edit/remove/renew at any time
- Enhance à la carte

\$200 per posting

Multi Package Several Positions to Fill

- Pre-purchase and save money
- Post jobs over 12 months
- Enhance à la carte

3- Job Multi Package
\$185 per posting

5- Job Multi Package
\$175 per posting

Premium Package Hard-to-Fill Positions

- Save \$100 on attention-grabbing enhancements
- Bold title
- Featured on homepage
- Highlight color
- Top placement in search results

\$475 per posting

Enhancements à la Carte

Choose from a variety of options to increase your posting's visibility and grab the attention of job-seekers.

Spotlight

Make your job posting the first job-seekers see whenever they search for positions related to yours. The posting will be on rotation to appear as one of two Spotlight postings.

\$100 per posting, per month

Featured Job

Give your job posting increased exposure with placement on the homepage of rncareers.modernmedicine.com

\$125 per posting, per month

Bold, Color, Highlighting

Set your job posting apart from the rest. Make your job title bold or colored. Add a green highlight to the row next to your posting. High impact, low cost.

\$25 per posting, per month

E-Screen Skills Interview

Quickly zero in on the best candidate with this qualifying and interviewing system. Ask applications questions and save responses for easy comparison.

\$100 per posting, per month

National Network

Cast your net even wider. Promote your position nationally on 200+ newspaper, magazine, broadcast, niche-market, trade publishing and association career sites.

\$100 per posting, per month



Find candidates easily with these recruitment solutions.

Job Wraps *Post Jobs Automatically*

- Pulls postings directly from your site
- Perfect for bulk postings
- Updated 3 times a week
- Includes bonus print advertising

see price table on page 6

Branding Advertising *Make Your Company Prominent*

- Attract top talent on the strength of your brand
- Get in front of job-seekers across site
- Link to job postings with leaderboards and big box ads

Top Leaderboard
\$750 per month

Big Box
\$600 per month

Bottom Leaderboard
\$500 per month

Featured Employer

Place your job posting in a 300 x 250 pixel big-box advertising spot on the ModernMedicine Careers homepage that links directly to all of your job postings. Your company will be on rotation to appear as one of six Featured Employers. Your 120 x 100 pixel company logo will be displayed in this featured section of the homepage.

\$750 per month

Search Resumes

Take the initiative and size up candidates by reading their resume! ModernMedicine Careers' resume database, coming in Q3 2009, will contain the CVs of healthcare professionals across all specialties.

pricing TBA



Multichannel Recruiting — in Print and Online

Maximize the reach of your web recruitment program through integrated marketing. Every job posting package earns you bonus print advertising in your choice of 14 award-winning publications allied with ModernMedicine.

Pricing	Price Per Unit/ Per Month	Bundled Job Packages	Bonus Print Ads
Single online Job Postings: 30 day duration	\$200	—————	1" ad
3 online Job Postings--30 day duration	\$185	\$555	2" ad
5 online Job Postings--30 day duration	\$175	\$875	3" ad
10 online Job Postings--30 day duration	\$150	\$1,500	5" ad
20 online Job Postings--30 day duration	\$125	\$2,500	8" ad
35 online Job Postings --30 day duration	\$95	\$3,325	10" ad

Job Wraps

Job Wraps Pricing*	Bundled Job Wraps	Bonus Print Ads
10 jobs per month (includes 1 spotlight and 1 featured)	\$750	3" ad
20 jobs per month (includes 2 spotlight and 2 featured)	\$1,300	5" ad
35 jobs per month (includes 4 spotlight and 4 featured)	\$1,925	8" ad
50 jobs per month (includes 5 spotlight and 5 featured)	\$2,250	10" ad
Unlimited jobs per month (includes 10 spotlight and 10 featured)	\$3,000	12" ad

*minimum wrap program — three consecutive months

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