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NEW AD DISTRIBUTION NETWORK UNIQUE TO AUSTRALIA
CareerOne's ad network will deliver true passive candidates

- **Pilot program increased application rates by 58%**
- **Views of job ads in the pilot increased 59%**

CareerOne is launching a new advertising product that has increased application rates by 58 per cent for clients taking part in a two-month pilot to test the new advertising network.

Called the CareerOne Ad Network (CAN), the unique technology identifies job hunters search behavior to deliver branded, targeted recruitment ads across a range of leading Australian internet sites they visit. When the passive candidate clicks on the ad, they are returned to CareerOne where they can view and apply for the job either immediately or after further consideration.

CAN focuses on the 'who' not the 'where' to pull passive candidates from other websites to a job ad which is posted on CareerOne, but displayed on a broad range of leading Australian websites. The CareerOne Ad Network includes sites from the extensive News Digital Media network, as well as other leading Australian networks and websites, providing a combined reach in excess of 80% of the Australian internet population.

"CAN is based on the Monster Ad Network, which is a proven performer in unearthing passive candidates in the North American market," says CareerOne's National Sales Director Dawn Tingwell.

"We are very excited to introduce this game changer to our clients around Australia particularly as the market shifts to skills shortage making it imperative for recruiters and employers get their opportunities to the passive talent market," says Ms Tingwell. "During our pilot we saw applications increase, on average, by 58% with some CAN ads attracting a 150%+ increase in views and 300% increase in applies. The CareerOne Ad Network is a continuation of our goal to deliver new recruitment solutions that go beyond job listings," says Ms Tingwell.

"The market interest in the product has been incredibly strong within initial foundation clients such as Hays, Randstad, Clarius, Drake, McArthur and DFP."

For interview enquiries with Dawn Tingwell please contact:

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About CareerOne.com.au

CareerOne.com.au, one of Australia's leading digital employment brands, is a 50/50 joint venture between News Limited and Monster Worldwide. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers, News Digital Media and Monster.com, creating a leading recruitment service with national and international reach. With jobs listed on-site and an unrivalled collection of career advice, articles, and resources, CareerOne.com.au provides first-class information and support tools for people looking for jobs wherever they are at in their career. CareerOne also provides advertisers a cost effective range of innovative advertising solutions to attract both active and passive candidates, including job listings, resume database, behavioural targeted display campaigns, access to Monster worldwide network and virtual careers fairs.