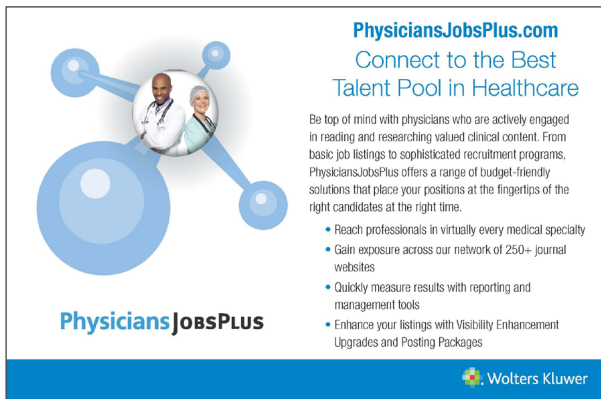


Career, Education & Events Section Ad Design Guidelines

Display Ad example:

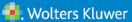


PhysiciansJobsPlus.com
Connect to the Best
Talent Pool in Healthcare

Be top of mind with physicians who are actively engaged in reading and researching valued clinical content. From basic job listings to sophisticated recruitment programs, PhysiciansJobsPlus offers a range of budget-friendly solutions that place your positions at the fingertips of the right candidates at the right time.

- Reach professionals in virtually every medical specialty
- Gain exposure across our network of 250+ journal websites
- Quickly measure results with reporting and management tools
- Enhance your listings with Visibility Enhancement Upgrades and Posting Packages

PhysiciansJobsPlus

 Wolters Kluwer

The All Access Recruiting Bundle is the ideal multi-media mix to harness the power of Wolters Kluwer subscribers. All ads will appear across multiple platforms so you'll need to create an ad that works both in print and electronic formats. Follow these simple guidelines to make the best impact and get your ad seen.

Make Contact Information and Calls to Action Clear and Easy to Use

If there is a link on the page that you desire users to click-on, or a number you want them to call, make those links, email addresses, and phone numbers obvious. Isolate links so users can quickly identify them and interact with them.

Underline Urls. On digital formats, underlines indicate a hyperlink. Urls should be underlined and stand out so the user knows to tap it.

Bold Email Addresses. Emphasize email addresses with bold fonts so users know to click on it.

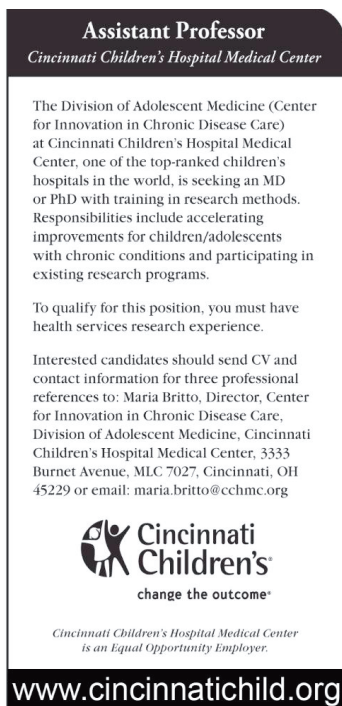
Use Color and Arrows to Indicate Interactivity. Make your text pop by using color. Arrows or other clear indicator can be used in your artwork to indicate action.

Here's an example of a preferred treatment for contact information:

John Smith
University of Medicine 123 Main Street
Hometown, NY, USA 12345
John_Smith@UofMed.edu

Notice how the name and email address are bold-faced to stand out. Also, the email address is underlined indicating that it is an active hyperlink.

Column Ad example:




Assistant Professor
Cincinnati Children's Hospital Medical Center

The Division of Adolescent Medicine (Center for Innovation in Chronic Disease Care) at Cincinnati Children's Hospital Medical Center, one of the top-ranked children's hospitals in the world, is seeking an MD or PhD with training in research methods. Responsibilities include accelerating improvements for children/adolescents with chronic conditions and participating in existing research programs.

To qualify for this position, you must have health services research experience.

Interested candidates should send CV and contact information for three professional references to: Maria Britto, Director, Center for Innovation in Chronic Disease Care, Division of Adolescent Medicine, Cincinnati Children's Hospital Medical Center, 3333 Burnet Avenue, MLC 7027, Cincinnati, OH 45229 or email: maria.britto@cchmc.org


change the outcome®

*Cincinnati Children's Hospital Medical Center
is an Equal Opportunity Employer.*

www.cincinnatichild.org

For additional guidelines on designing your ad, please contact your Recruiting Representative.