

11 Academia Networks

Creators of:

INOMICS



Conference Monkey



NewEngineer.com

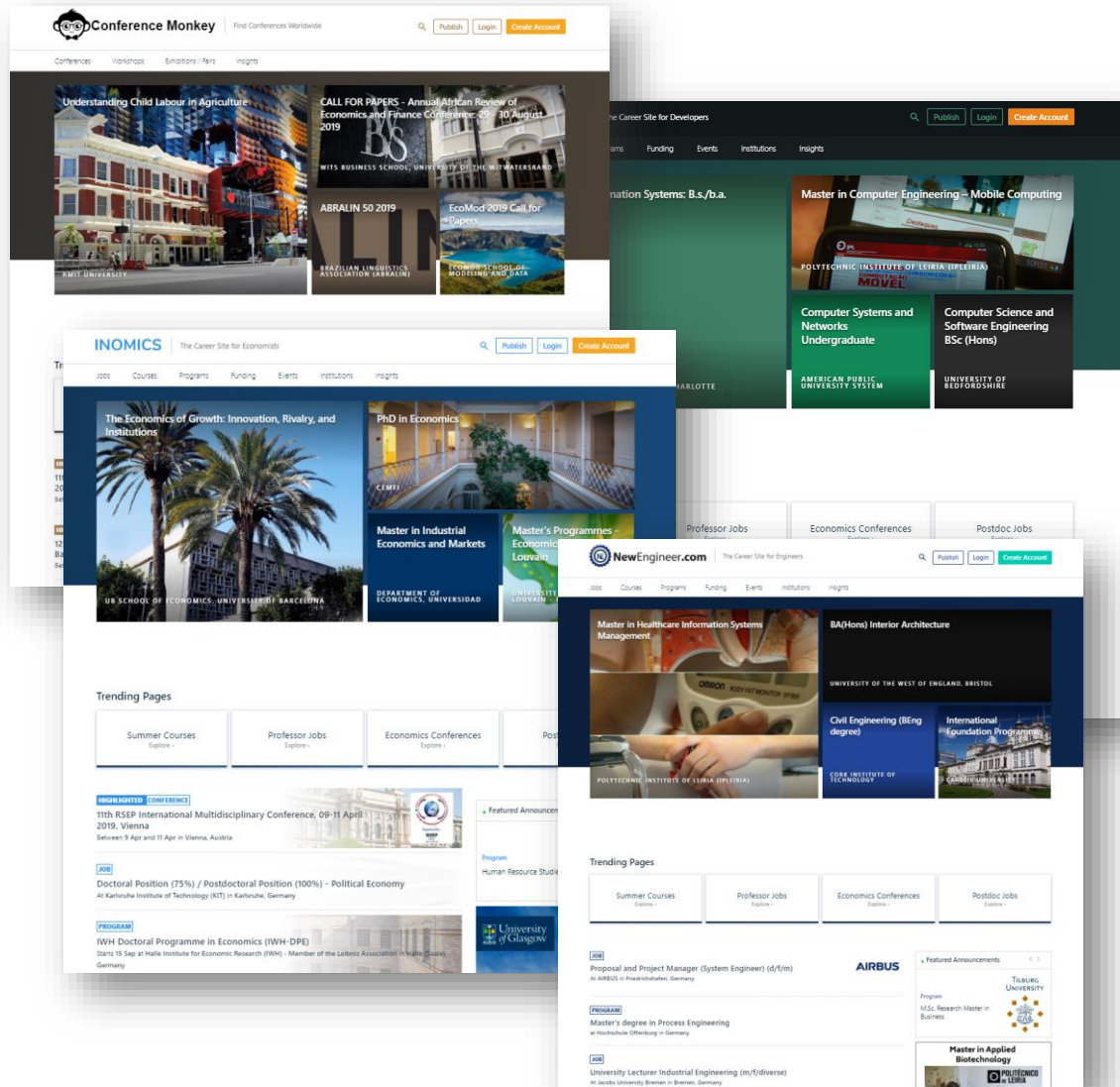
Sponsor a Career Hub

2019

By sponsoring a Career Hub, you will

- position your brand strategically
- support your professional community
- gain a long-term recruitment solution

What you will get



Benefits as Sponsor:

- Unlimited standard Announcements
- 2 Premium Announcements per month
- Co-Branding in career hub
- Marketing promotion (Email promotion, social media, ads in publications)
- Branded content
- Discounts for affiliates, partners and members

Available at extra cost:

- Access to data and custom publications
- Marketing materials for own promotion
- Exposure in 11AN partner network

Why you should work with us

Your Challenge:

- By 2030, demand for skilled workers will outstrip supply, resulting in a [global shortage of more than 85.2 million talents](#).
- Employers continue to have **difficulties employing skilled labour** due to talent mismatch, inflexible labour markets, among other factors.
- [Global skill index](#) predicts the **dramatic impact on revenue that the talent crisis will cause**, hence affecting competitiveness of entire economies.
- **Digitization may not help** in the high-skill job segment
- **Talent sourcing has to start at Universities**

The Solution:

Niche Career Hubs to strategically source talents at all career levels

Product:

- Top-notch career hubs** offering solutions to:
- **Develop a career** in specific industries/niches
 - **Recruit and connect** with highly engages communities in specific industries/niches

Opportunities:

- **Brand awareness and employer branding** with global reach
- Support development and growth of your industry
- Direct **access to top talents** and early-stage research

- ✓ Technology company with **more than 15 years of experience** in the career and recruitment services.
- ✓ Experience **building and engaging a talented academic community** in more than 150 countries
- ✓ We support large businesses & industry associations with:
 - **Staffing and recruitment** services
 - **Media and publishing**
 - **Engagement** of talents in distinct academic disciplines.
- ✓ **Career hubs strategy**, so we deliver value to users all career levels, increasing the engagement of your community.

Benefits as Sponsor (I)

- Unlimited standard Announcements

The screenshot shows a standard announcement on the INOMICS website. The header includes the INOMICS logo and navigation links for Jobs, Courses, Programs, Funding, Events, Institutions, and Insights. The main content area features the UC3M logo and the title 'Master in Economics' from the Department of Economics at Universidad Carlos III de Madrid. A detailed description of the program is provided, along with key dates: Start Date (18 September 2019), End Date (18 June 2020), and Application Deadline (31 March 2019). A 'Visit Website' button is prominently displayed. Below the text, there is a map showing the location at Calle Madrid 126, Madrid, Spain. The announcement also includes a 'Turn On Deadline Reminders' toggle and a 'More Information / Apply Now' button.

Example Standard Announcement on INOMICS

Standard Announcement:

- Logo & Text Description
- 1 Email & Social Media Shots
- Enhanced Search Positioning
- Image Gallery
- Mini Banners (Extra Visibility)
- Deadline reminders By Email

Premium Announcement:

- Logo & Text Description
- 3 Email & Social Media Shots
- Enhanced Search Positioning
- Image Gallery
- Mini Banners (Extra Visibility)
- Deadline reminders By Email
- Header Image
- Video Display Option
- 2 Repost
- Extra Visibility In Featured Box
- Geo-Targetting

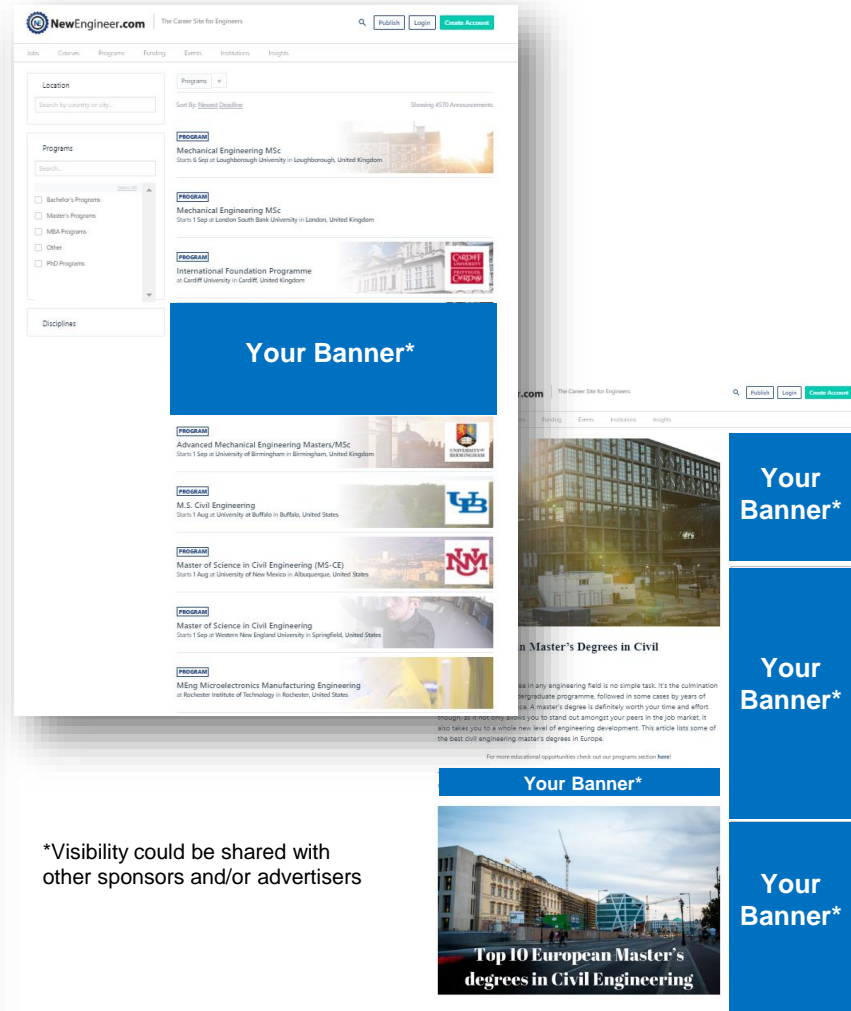
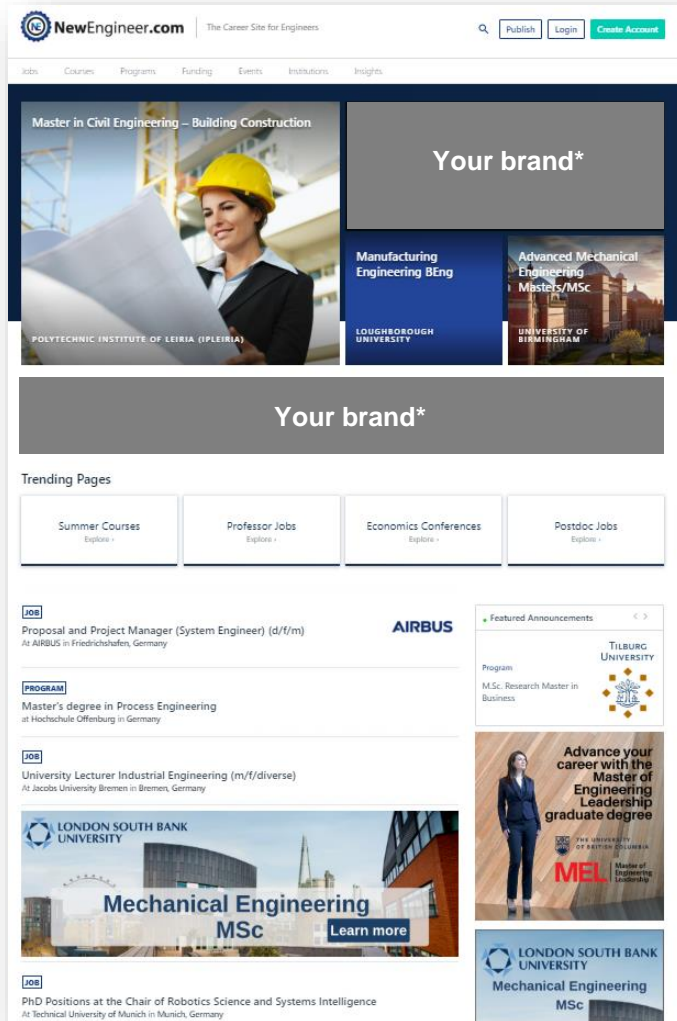
- 2 Premium Announcements per month

The screenshot shows a premium announcement on the INOMICS website for the MEng Microelectronics Manufacturing Engineering program at the Rochester Institute of Technology (RIT). The header includes the NewEngineer.com logo and navigation links. The main content area features a large header image of a person in a lab coat working at a computer. Below the image, the program title 'MEng Microelectronics Manufacturing Engineering' is displayed, along with a 'Visit Website' button. A 'Program overview' section describes the program's focus on semiconductor industry careers. A 'Program outcomes' section lists several key skills and competencies. A 'Plan of study' section details the requirements for the degree. The announcement also includes a 'More Information' button and a 'Turn On Deadline Reminders' toggle.

Example Premium Announcement on INOMICS

Benefits as Sponsor (II)

- Co-Branding in career hub



*Visibility could be shared with other sponsors and/or advertisers

- Space reserved for endorsement of sponsors
- Available banner spots for further advertisement of sponsor

- Discounts for affiliates, partners and members

Event promotion, job and student recruitment solutions. Available for all products on the sponsored career hub.

Benefits as Sponsor (III)

- Marketing promotion (Email promotion, social media, ads in publications)

Promotion in printed and digital version of publications such as the INOMICS and NewEngineer Handbook (Examples of Full-Page Ad and Half-Page Ad)

Social Media promotion in Facebook, Twitter, LinkedIn and Instagram

Benefits as Sponsor (IV)

- Branded content

Publication in our Insights Section (Blog):

- Dedicated Article about your Institution
- Inclusion in our recommendation articles
- Backlink in existing relevant articles

Examples:

- <https://newengineer.com/insight/top-10-us-masters-programs-in-structural-engineering-1116308>
- <https://inomics.com/insight/top-masters-and-phd-programs-in-economics-20192020-1123426>

Example:

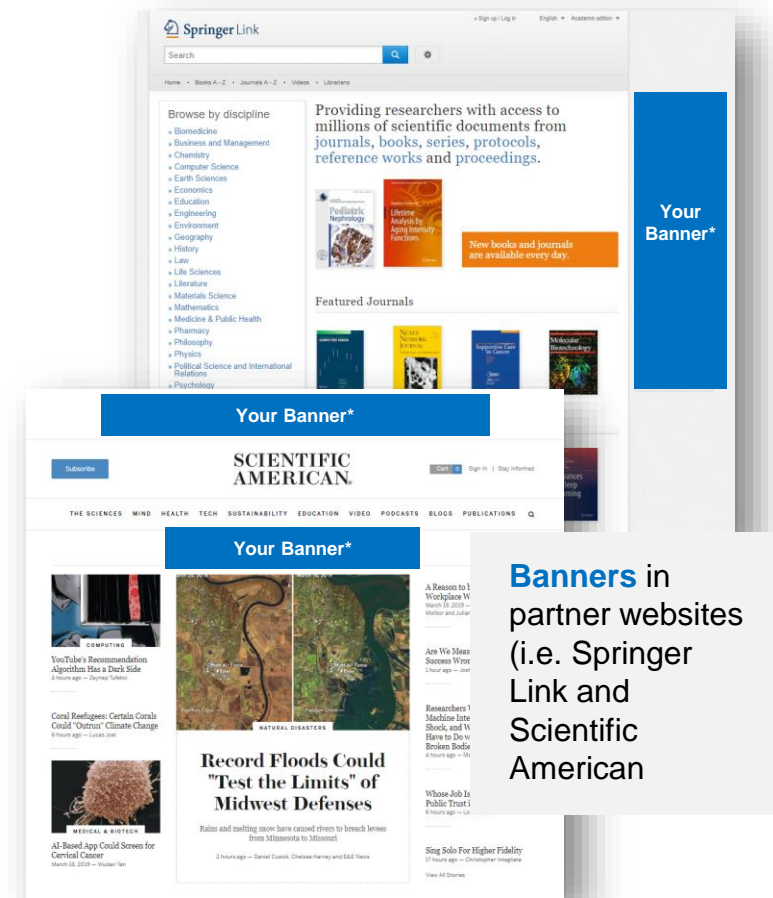
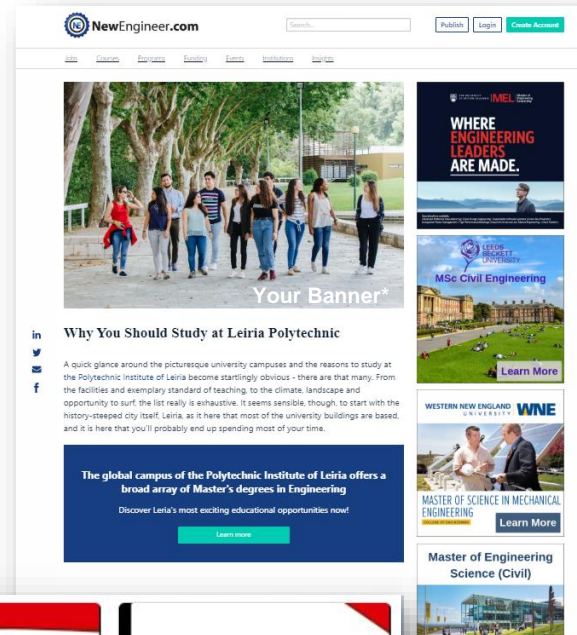
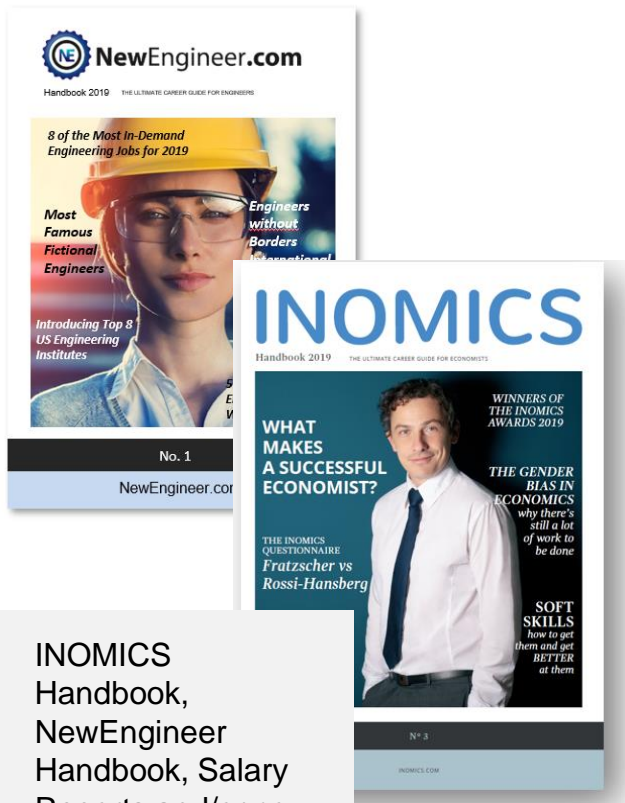
- <https://newengineer.com/insight/why-now-is-the-time-to-study-engineering-in-portugal-1359999>

Exclusive Products Available for Sponsors

- Access to data and custom publications

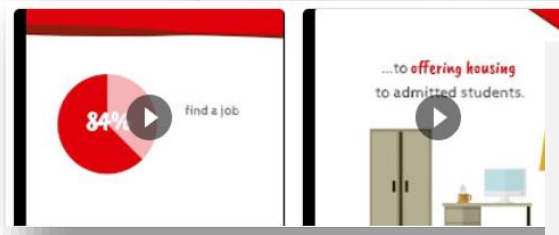
- Marketing materials for own promotion

- Exposure in 11AN partner network



INOMICS Handbook, NewEngineer Handbook, Salary Reports and/or co-branded career publications

More information about cost, terms of cooperation and costs upon request



Production of:

- Blog articles
- Infographics
- Videos
- Etc.

Banners in partner websites (i.e. Springer Link and Scientific American)

*Visibility could be shared with other sponsors and/or advertisers

Other Models of Cooperation

			EUR p.a.
Customer (Online Advertising)	Benefits: <ul style="list-style-type: none"> • Access to a niche community • Recruit talent 	Cooperation Options: <ul style="list-style-type: none"> • Online announcements • Package or subscription models 	1,000 – 15,000
Sponsor a new Career Hub (Sponsorship Model)	Benefits: <ul style="list-style-type: none"> • Priority access to young engineers • Access to growing international community • Ability to reduce your recruiting costs 	Cooperation Options: <ol style="list-style-type: none"> Focus on access to talents Focus on access to early-stage research 	15,000 – 175,000
Use our technology (SaaS Model)	Benefits: <ul style="list-style-type: none"> • Build/run your own career hub for engineers • Build new revenue stream from marketing and recruitment 	Cooperation Options: <ol style="list-style-type: none"> Build/run your independent career hub Embed career hub into your website 	75,000+

*Depending on platform and visibility. More information upon request

Thank you

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