Recruit top researchers and students all in one place.
INOMICS is a worldwide niche platform hosting education and career opportunities for students and academics in economics, business and finance. Being one of the most dynamic and innovative platforms for academics in the world, INOMICS delivers personalized, up-to-date, relevant and high quality career opportunities in many dimensions:

**Multi-platform**
Communicate your message to users via desktop, tablet and mobile.

**Multi-lingual**
Deliver your message in multiple languages: EN, DE, SP, PO, TR, FR, IT, RU, CN.

**Multi-channel**
Reach your target groups via social media, web, email and blog.
On **INOMICS**, we are committed to helping people develop their careers through personalized, up-to-date, relevant and high-quality opportunities and information.
**INOMICS ANNOUNCEMENT CONVERSIONS**

Outstanding conversion and engagement rates.

**INOMICS PRODUCTS CONVERSIONS**

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Standard</th>
<th>Featured</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avg. daily visitors</strong></td>
<td>3</td>
<td>12</td>
<td>26</td>
<td>36</td>
</tr>
<tr>
<td><strong>Avg. monthly visitors</strong></td>
<td>90</td>
<td>360</td>
<td>780</td>
<td>1140</td>
</tr>
<tr>
<td><strong>Avg. daily clicks on more info</strong></td>
<td>&lt;1</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>Avg. Monthly clicks on more info</strong></td>
<td>18</td>
<td>60</td>
<td>120</td>
<td>180</td>
</tr>
</tbody>
</table>

*Conversion rates are representative averages based on statistics and experiences of INOMICS customers. No guarantee is implied regarding the actual performance of your advert. Conversion rates vary according to type of announcement, discipline, country, institution, etc.*
MEDIA & ADVERTISING OPPORTUNITIES
ONLINE ANNOUNCEMENTS

Promote jobs, PhDs, master's, summer schools, courses, scholarships, conferences.

Promote career and study opportunities to high quality students and professionals around the world.

STANDARD, FEATURED AND PREMIUM ANNOUNCEMENTS

We offer 3 top Announcement types to promote the offers at your institution according to your marketing expectations and targets. Each Announcement delivers complete and detailed information to our users, helping them choose your institution. To see more information about the benefits of each option, please check our table of prices.

* Example of a featured ad
DISPLAY ADVERTISEMENT (BANNERS)

Minimum 50,000 monthly impressions.

Connect with international students and professionals on the INOMICS homepage, right where they browse for jobs, masters, PhDs, courses, conferences and scholarships!

ADVERTISEMET FORMATS:

Sidebar Ad
Size: 180x266 px
Format: jpg, png, gif

Horizontal Ad
Size: 730x94 px
Format: jpg, png, gif

Mobile Ad
Size: automatic resize
Format: jpg, png, gif

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Media and Advertisement Opportunities
THE POWER OF EDITORIAL STORIES:

Editorial Stories work because they are authentic, interesting and relevant. INOMICS Insights has a strong reputation among academics and we continuously raise the bar for editorial quality.

Some editorial story ideas:

“10 Reasons to study a Master’s in ________!”

“Check out the Top 10 Economics Programs in ________”

“Teaching abroad: challenges and advice for teaching at a university in ________”

These are just ideas. Concrete guidelines and conditions of participation in INOMICS Insights will be confirmed upon offer confirmation.

---

**PROMOTION ON INOMICS INSIGHTS**

25,000 unique visitors to INOMICS Insights per month.

Engage visitors with attractive editorial stories about top opportunities in your country or at your institution.
With a maximum degree of personalisation, the INOMICS E-Mail Alert is very unique: at around 50%, the opening rate is higher than the industry average of 22.5%*.

To maintain this interaction and to ensure relevant leads for you, we customise each alert to its recipient, according to their profile.

* Source: Mailchimp
GEO-TARGETING FOR PRIORITY COUNTRIES

Don’t leave the international mix of your applicants to chance…
Take control!

Use Geo-targeting to receive better visibility for specific countries in INOMICS search results, home page and email alert in those countries.

Geo-Targeting is included in Premium posts for 10 countries for 3 months. For other announcement levels, it can be added for €75 + VAT per country per 3 months. 
TRAFFIC BOOSTERS & PERSONALISED OPTIONS
TRAFFIC BOOSTERS

Increase the Visibility and Promotion of Your announcement.

Repost your Announcement
€75 + VAT*

Your Announcement will be refreshed at the top of search-results and included one more time in the E-mail Alert.

Social Media Boost
€150 + VAT*

Your Announcement will be promoted among our 250,000+ social media reach.

The post includes the logo of your institution and geotargeting for the countries of your preference.

Extra Email Alert Advertisements
€150 + VAT*

Your Announcement will be promoted among our 45,000+ email alert subscribers.

The email alert includes 5 lines of 60 characters, plus a title and a URL (Total 300 characters + title + URL and including spaces).

*Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.
Email Campaigns to promote your institution.

We carefully select your recipient list based on their disciplines of interest and location, so we guarantee you an effective campaign.

Email shots are charged based on the number of recipients. Cost per recipient from €0.40*.

* Advanced targeting available for an additional fee. Please contact us for a quote.
PERSONALIZED SUBSCRIPTION PACKAGES AND TOP ASSISTANCE

Suitable for Your Promotion Goals and Marketing Budget.

SUBSCRIPTION PACKAGES TAILOR MADE FOR ALL YOUR RECRUITMENT NEEDS THROUGHOUT THE YEAR:

- Flat-rate Options covering your professional, academic and student recruitment needs.
- Personalized packages including the most effective marketing channels for your institutions.
- Free consultancy and support to tune your campaigns and increase their effectiveness.
- Hassle-free with great results.
## PRICES FOR ANNOUNCEMENT PAGES

<table>
<thead>
<tr>
<th>Service</th>
<th>Basic</th>
<th>Standard</th>
<th>Featured</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Up to 90 Days Online</strong></td>
<td>349€</td>
<td>649€</td>
<td>849€</td>
<td>1249€</td>
</tr>
<tr>
<td><strong>Additional months</strong> (price per month)</td>
<td>109€</td>
<td>199€</td>
<td>249€</td>
<td>349€</td>
</tr>
<tr>
<td><strong>Targeted Email Alerts</strong></td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>Direct Enquiries Included</strong></td>
<td>5</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Deadline Reminders</strong></td>
<td>-</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Priority Search Listing</strong></td>
<td>-</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Premium Announcements Boxes</strong> (Weeks)</td>
<td>-</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>Number of Images Included</strong></td>
<td>-</td>
<td>1</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Logo incl. in Announcement</strong></td>
<td>-</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Logo incl. in Email Alert</strong></td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Header Image and Video incl in Announcement</strong></td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Social Network Boost</strong></td>
<td>-</td>
<td>-</td>
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<td>✓</td>
</tr>
<tr>
<td><strong>Extra Homepage Visibility</strong></td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Geo-Targeting Pro</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
</tbody>
</table>

Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.
TRAFFIC BOOSTERS

Increase the Visibility and Promotion of your Announcement.

**Banner**

**Horizontal Banner**
- Size: 730x94 px
- Format: jpg, png, gif, swf
- €600*/Month - approximately 50,000 Impressions (Static)
- €900*/Month - approximately 50,000 Impressions (Dynamic)

**Sidebar Banner**
- Size: 180x266 px
- Format: jpg, png, gif, swf
- €900*/Month - Approx. 50,000 Impressions (Static)
- €1350*/Month - approximately 50,000 Impressions (Dynamic)

**Extra Email Alert Advertisements**

**Weekly Advertisement**
- 5 lines of 60 characters + URL (Total 300 characters + URL and including spaces)
- Extra lines of 60 characters for €15* (max 5 extra)
- €75*/week
- €150*/week including logo/image

**Monthly Advertisement**
- 5 lines of 60 characters + URL (Total 300 characters + URL and including spaces)
- Extra lines of 60 characters for €60* (max 5 extra)
- €300*/5 weeks
- €600*/5 weeks including logo/image

Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.
FURTHER INFORMATION
WHY YOU WILL ACHIEVE MORE WITH INOMICS

Not only because we care about customer satisfaction!

1. INOMICS offers a comprehensive solution for your promotional needs.
   Inspiring and useful blog articles, targeted E-Mail alerts, broad visibility campaigns, student conferences etc. – there is a wealth of options.

2. You can increase your worldwide visibility with us.
   INOMICS is active in 150 countries!

3. Benefit from our quality approach and only recruit the best.
   Our promotional work is based on facts, latest research, statistics, and current trends.

4. Make users return to your page.
   Students and professionals typically take several months to reach a decision, so they need to be convinced more than just once! We will continue to drive traffic to your site, be always up-to-date with latest trends and attract users to come back.

5. Raise your international profile!
   Join the ranks of a variety of reputable scientific and research organizations from all over the world and display your offer in good company.

6. Enjoy innovative solutions!
   We are constantly changing for you so we can act even more effectively. In 2015, we will grow immensely in our common target markets.

Further Information
“I often visit INOMICS to check the most recent opportunities for PhD programs in my field. The information is very clear and well-organized. It’s also quite easy to navigate through the website, so I can easily find what I want. The information is even pre-classified and delivered to my email and feed, so I save time while browsing.”

Patrycja Czajkowska
Master’s Student in Business Management at the University of Lodz, Poland

“I have been a member of INOMICS community for over three years. I came across the platform when I was looking for a summer school in Europe to prepare myself for my Master’s studies. I currently use it for finding great conferences and professional courses. It is great for students or career seekers, especially in the field of economics.”

Mehmet Gökhan Özdemir
PhD Student in Economics at Ankara University, Turkey

“I mainly use INOMICS to find conferences and fellowships, and I find it is the most complete source out there. I also know that I will be using it to find job postings at the end of this year when I go to the job market.”

Carolina Pan
PhD Student in International Economics at Brandeis University, USA
JOIN THE CLUB

Customers posting with us:

"Our School of AEF at Deakin Uni had some announcements in INOMICS in the past, and I have only positive feedback".

Dr. Emin Gahramanov
PhD Coordinator (Economics)
Deakin University

"INOMICS is one of the few high-quality economics related sites. A specialized site where we found the opportunity to reach our audience, interested in the fields of education and research".

Nikos Filippakis
Communications Coordinator Barcelona Graduate School of Economics

Further Information
Prices correct May 2016. Contact us for latest rates and offers

FOR QUESTIONS PLEASE CONTACT

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10117 Berlin, Germany