

1. How can I sign up for Yahoo! HotJobs Smart Ads?

Contact your Yahoo! HotJobs sales representative for more information.

2. What is required to use this product? All you need is one job in your targeting category posted on Yahoo! HotJobs. Just specify your targeting category, location (optional), and provide a logo for the ad. The rest will be taken care of for you!

3. What is the minimum amount I have to spend per month for the Smart Ads campaign? \$1K. If you are spending less than \$5K, you pay via credit card or pre-payment. We do not support invoicing below \$5K. Note: This does not apply to advertising agencies.

4. Is this product suitable for branding or for conversion? Smart Ads can be used for both branding and conversion needs.

5. Can I use Smart Ads to drive traffic to my website? If your primary goal is to drive traffic directly to your website, you should consider buying targeted Yahoo! Network Advertising.

6. If my targeting is nationwide, do I need to have jobs in every location? No. The user will see jobs in his / her local area first, followed by jobs in other locations.

7. Can I target international candidates? Yes. Select international targeting is now available, in addition to local and domestic targeting.

8. I have 10 divisions within a single company profile. Can I target Smart Ads for only one division? Yes, but you would need to setup a new company profile for the division you are targeting in Smart Ads. Note: There is an additional cost associated with setting up each new profile page.

9. Can I pre-select jobs that I want to promote via Smart Ads? Yes, you can pre-select up to 4 jobs. We recommend that you do this only if you have hard-to-fill positions.

10. Can I select a creative template? Yes. We provide you an option of pre-selecting a creative template. We currently support 3 different creative templates.

THREE PROVEN CREATIVE DESIGNS

Choose from three types of Smart Ads to run across the Yahoo! Network.

1) LREC

3) Skyscraper

2) North Banner