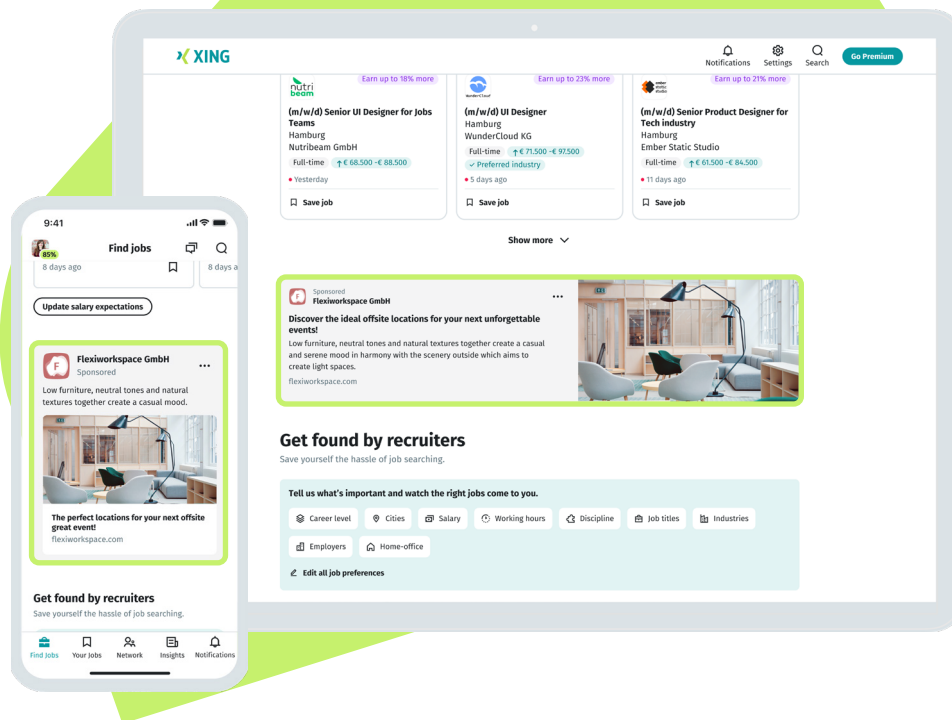




# XING Ads

## Get the attention your content deserves.



Are you looking to draw more visitors to your corporate website, campaign landing page, employer news or Company Profile? Boost your reach with XING Ads – ads that are displayed on the XING start page.

### How you benefit:

#### Simple ad posting

The XING AdManager lets you create and manage your ads and campaigns on your own so you can tailor them to suit your specific needs.

#### Accurate targeting

Use detailed targeting criteria to determine who will see your ad, and narrow down your target audience by region, industry, job title, skills and career level, for example.

#### Complete cost control

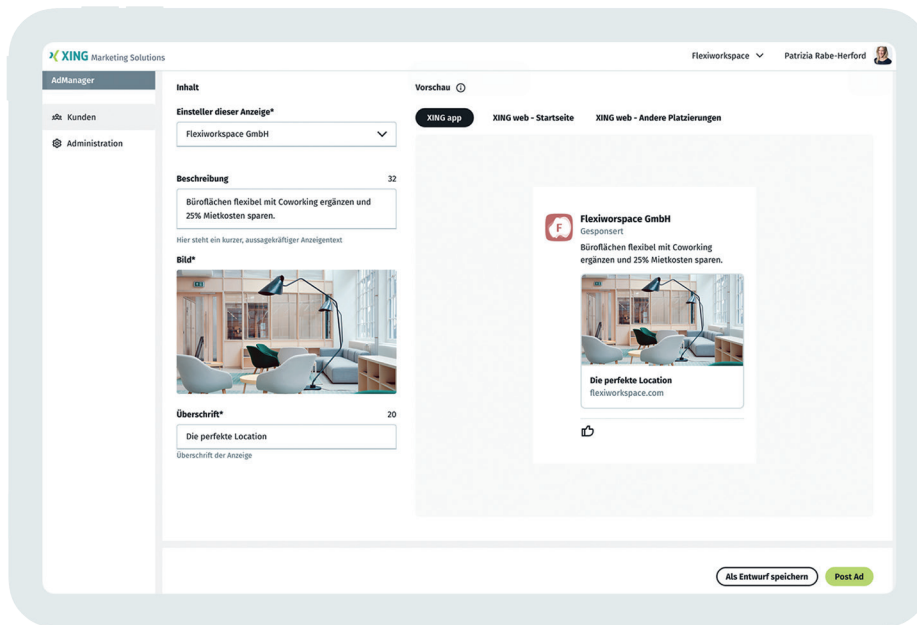
Choose how long you want ads to run, the amount of your budget you'd like to use, and whether to pay per click or per ad impression.

#### Excellent value for your money

We always post your ad at the lowest rate, meaning that you always get excellent value for money and make the most of your daily or total budget.

#### XING AdManager

Get access to the XING AdManager Business Account for companies and agencies to swiftly and simply manage your ad campaigns and those of your customers.



Simple ad design with the XING AdManager.

## Follow the 3 steps to success:



### 1. Choose your content

What do you want to promote? Choose between a corporate website, campaign landing page, XING profile, company profile, news page, or job ad.



### 2. Define your target group












Narrow down your target audience using the criteria below, e.g. career level, job title, or industry. Save your selection for future campaigns.



### 3. Design your ad

Just enter your copy, upload a photo, and then use the preview feature to optimise your layout in line with the various display options.

## Detailed parameters guarantee accurate targeting:

 Discipline	 Career level	 Industry	 Job title	 Company size
 Region	 Age group	 Gender	 Job seeker*	 Companies*
 Field of study and university				

\*Available only with an XING AdManager Business Account for agencies and companies