

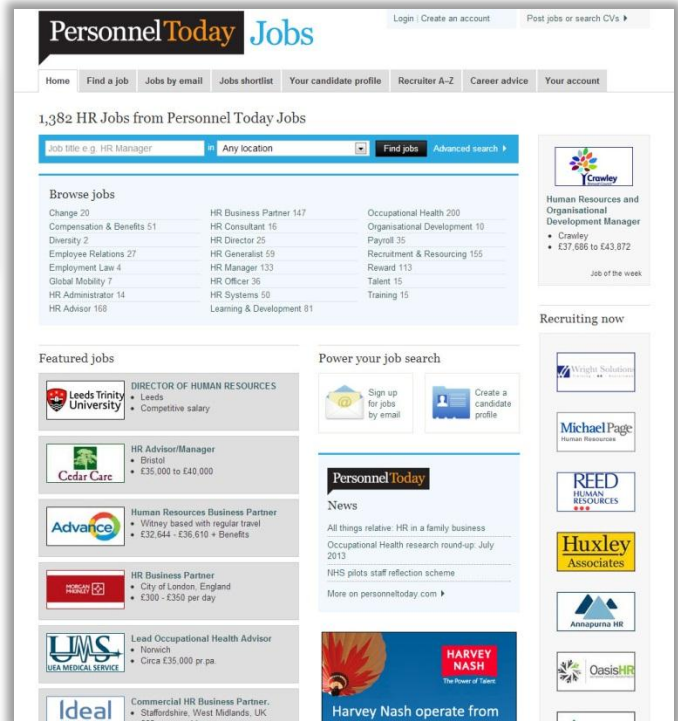
In addition to the **standard single job posting + logo** which is live on the job site for 28 days, we are pleased to offer you the following advertising solutions which can dramatically improve response to your vacancy.

Get maximum exposure on the homepage

Our job site attracts over 86,000* jobseekers per month. Relevant candidates visiting the homepage will see your vacancy without even having to search for it!

You can also advertise across the site via our display advertising slots. Choose either a **leaderboard banner** at the top of every page or a **skyscraper** which appears on key pages of the site.

The exclusive **MPU** slot on the homepage enables you to attract potential candidates with the use of video or animation – be creative!



1. Job of the Week

- ✓ Your job will be live in this **exclusive** and prominent slot for 1 week
- ✓ Your company logo and job title, location and salary will be displayed in this high-visibility placement
- ✓ **Receives 4 x more views and 5 x more applications per job****

2. Featured Job

- ✓ Your job will be live for 1 week
- ✓ Your company logo and job title, location and salary will be displayed in this high-visibility placement
- ✓ **Receives 3 x more views and twice as many applications per job****

3. Featured Recruiter Button

- ✓ Your company logo will be live on the site for 1 month
- ✓ A great way to drive traffic to multiple vacancies
- ✓ Great for branding and being seen as an employer of choice

Sources: *Average monthly unique users Jan-June 2013, Site Catalyst Web Analytics
 **Average views and applications per job for advertising slot compared to standard job listing April-June 2013, Madgex CMS

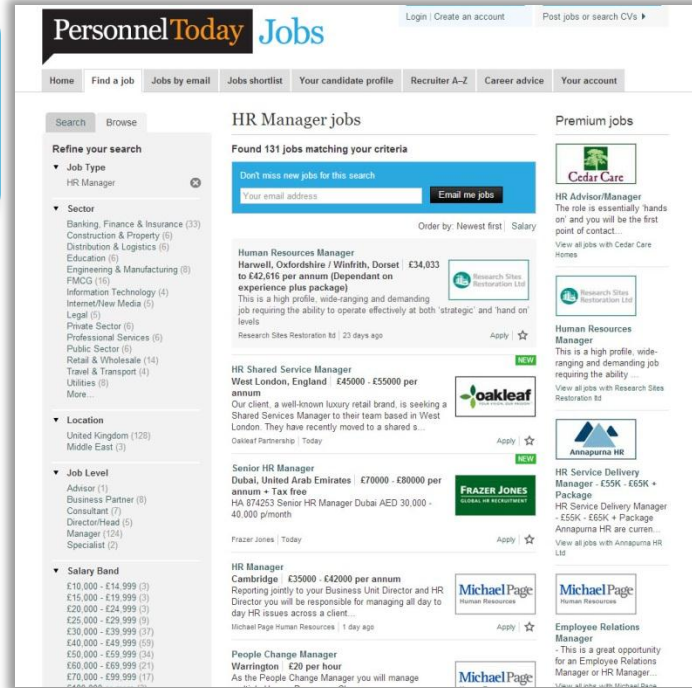
Be visible on the search results pages

With over 136,000 page views per month*, you can target relevant candidates by appearing against specific search criteria.

Make your organisation stand out with our additional branding options:

Enhanced Branded Job: Add your own branding to your job listing to match your existing recruitment campaign and make the most impact

Video Job: Give jobseekers a true insight into the role on offer and what its like to work for your organisation



Premium Job

- ✓ Your job will appear prominently on the right hand side against relevant category or keyword searches e.g. HR Manager
- ✓ Your company logo, vacancy job title and small introduction will be displayed, along with an option to view all your jobs

Top Job/Keyword Sponsored Job

- ✓ Your job will be live for 1 week at the top of the search results page
- ✓ Appear against relevant sector/category or keyword searches
- ✓ A great way to stand out amongst your competitors
- ✓ **Receives 3 x more views and twice as many applications per job****

Sources: *Page Views April 2013, Site Catalyst Web Analytics
 **Average views and applications per job for advertising slot compared to standard job listing April-June 2013, Madgex CMS

CV Database Options

Reach the exact jobseekers you need by drilling into our database of registered candidates. Set up CV by email alerts and get candidates matching your requirements sent straight to your inbox.

Unlimited CV Access: Access 12,500 quality CVs in our candidate database for a month

CV Credits: Receive 10 CV credits to take your pick of high quality CVs from our candidate database

Reach our active email audience

- ✓ Our fortnightly "Jobs Now" and "Just the Job" emails are sent to 55,000 active jobseekers who have opted in to receive our emails

Our Job of the Week slot is prime inventory 'above the fold' offering you maximise exposure to your vacancy

- ✓ Typically generates 102 clicks*

Recruiting Now buttons offer a great branding opportunity to drive traffic to multiple vacancies

- ✓ Typically generates 56 views*



AVERAGE OPEN RATE: 27%

Target your exact candidate criteria

- ✓ Promote your job vacancies to a specific audience, from our candidate database
- ✓ Provide us with your company logo, copy and images and we'll build and send the html email on your behalf

CASE STUDY

We sent a target email on behalf of **Henry Shein** to **3,389** relevant jobseekers. The email had an open rate of **28%** and received **129** clicks and **42** additional applications for their vacancy.

Sources: *Average clicks received April- June 2013 Site Catalyst Web Analytics

Jobs by Email Alerts

We send over 1.6 million JBEs out every month to the 226,000 JBEs that we have registered on our site. Recruiting Now slots are available to give your brand additional exposure.

Call us today on 020 8652 8008 or email recruitment.services@rbi.co.uk



Package our inventory for maximum response

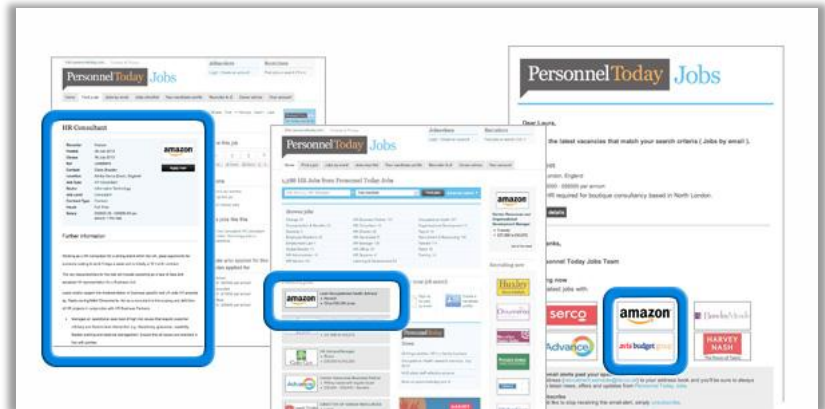
- ✓ You can get significant discounts and savings off our ratecard prices with our webpacs
- ✓ They combine our key online and email inventory to boost response and cater for your specific recruitment needs

Connect

Get exposure quickly by featuring on the homepage of Personnel Today Jobs and our extensive network of Jobs by Email alerts.

What's included?

- Job posting & logo
- Jobs by email button
- Featured Job

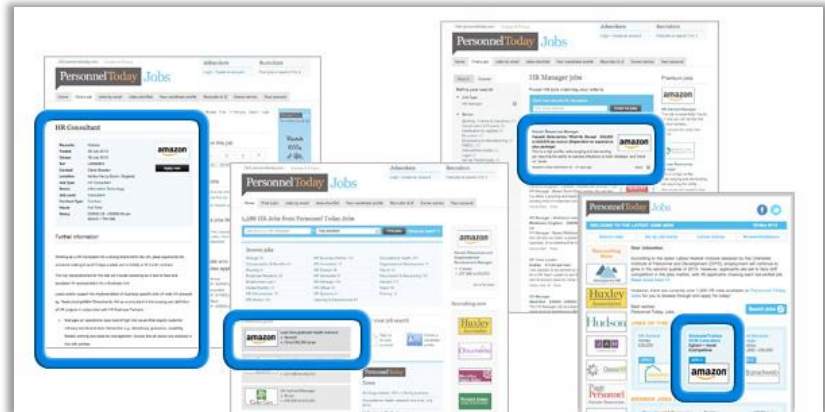


Impact

Make an impact with your brand and be seen by appearing on the homepage of Personnel Today Jobs as well as featuring at the top of the listings for your specified category. Extend your reach with a premium slot on our newsletter.

What's included?

- Job posting & logo
- E-newsletter Button
- Featured Job
- Top Job



Network

Maximum exposure on the homepage with our exclusive Job of the Week slot and prominent positions on the search pages, ensuring your vacancy is seen by the optimum number of jobseekers.

What's included?

- Job posting & logo
- Job of the week
- E-newsletter Button
- Premium Job
- Featured Job
- Top Job

