

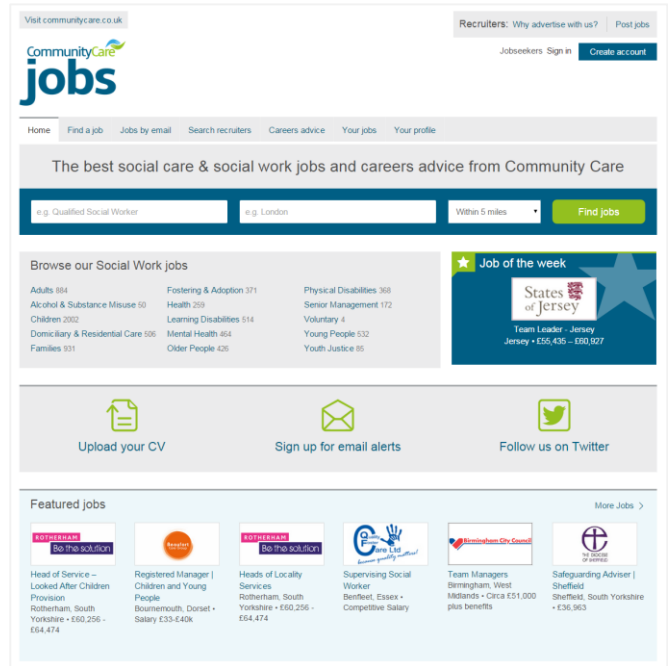
In addition to the **standard single job posting + logo** which is live on the job site for 28 days, we are pleased to offer you the following advertising solutions which can dramatically improve response to your vacancy.

## Get maximum exposure on the homepage

Our job site attracts over 110,000\* 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 7 x more views and 20 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 6 x more views and 14 more 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-Mar 2015, Adobe Analytics  
 \*\*Average views and applications per job for advertising slot compared to standard job listing Jan-Mar 2015, Madgex CMS

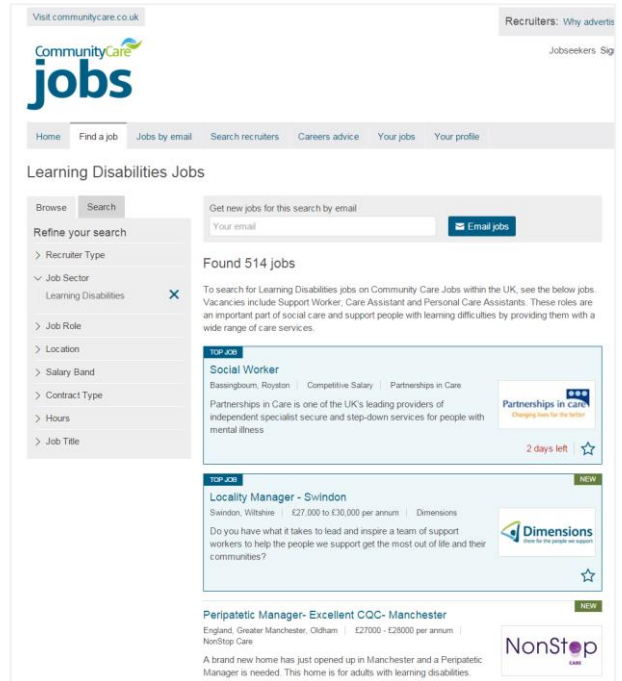
## Be visible on the search results pages

You can target the candidates you're looking for by appearing against relevant categories of the job site or specific keyword searches.

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



## 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 6 x more views and 10 x more applications per job\*\***

## Premium Job

- ✓ Your job will highlighted within the search results pages against relevant category or keyword searches e.g. Home Manager
- ✓ The perfect way to maintain exposure for popular job searches
- ✓ **Receives 6 x more views and 11 x more applications per job\*\***

Sources:\* Average views and applications per job for advertising slot compared to standard job listing Jan-Mar 2015, 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 10,000 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 monthly "Jobs Now" and "Top Jobs" emails are sent to 30,000 active jobseekers who have opted in to receive our emails

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

Our Top jobs slots offer additional information telling the jobseeker more about your vacancy

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



**AVERAGE OPEN RATE: 36%**

### Target your exact candidate criteria

- ✓ Promote your job vacancies to a specific sector, 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 Wolverhampton City Council to **+1,900** relevant jobseekers. The email had an open rate of **20%** and received **119** clicks and **47** additional applications for their vacancy.



### Jobs by Email Alerts

We send over 2.5 million JBEs every month to the 193,000 JBEs that we have registered on our site. Recruiting Now slots are available to give your brand additional exposure.

**Package our inventory for maximum response**

- ✓ You can save up to 30% off rate card 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 Community Care Jobs and our extensive network of Jobs by Email alerts. Target the jobseekers you are looking for by appearing against search results in your field

**What's included?**

- Job posting & logo
- Enewsletter button
- Premium Job
- Featured Job

**Impact**

- Make an impact with your brand and be seen by appearing on the homepage of Community Care Jobs as well as featuring against relevant search results and at the top of the listings for your specified category. Extend your reach with a premium slot on our enewsletter

**What's included?**

- Job posting & logo
- E-newsletter Button
- Banner/MPU
- Featured Job
- Top Job

**Network**

- Maximum exposure on the homepage and search pages and on other channels such as our Twitter feed, ensuring your vacancy is seen by the optimum number of jobseekers

**What's included?**

- Job posting & logo
- Job of the week
- Target Email
- Top Job
- Banner on communitycare.co.uk