

## Advertise quickly and easily on jobs.ac.uk with a **Basic Advert**

Looking to recruit? The **Basic Advert** is your fast and easy way to reach jobs.ac.uk's large global audience of 644,000 jobseekers.

### How does it work?

- Includes your **logo** and up to **550 words of text**
- **Links to direct jobseekers** to your application form or further information on your website
- Your advert will be **categorised into the relevant discipline area** by our team
- Free listing in our 'Jobs by Email' service sent out to over **326,280** registered jobseekers
- Only **one vacancy** advertised per Basic Advert
- Live on jobs.ac.uk for up to **2 months**

### What are the benefits?

- Simple, yet effective **text advert**
- Seen by **thousands of jobseekers worldwide**
- Read on average **620 times**
- **Emailed to our 'Jobs 'by Email' users at no extra cost** - providing more exposure for your vacancy
- **Social bookmarks** allowing jobseekers to share your advert with their friends on Facebook, Twitter, LinkedIn and more



### Upgrade to an **Enhanced Advert** for maximum response

- ✓ Includes all features of a **Basic Advert**
- ✓ **Bespoke design** to match your brand (*all design costs included*)
- ✓ **Highlighted in the search results** - making the advert more noticeable to jobseekers
- ✓ **Longer text limit** (up to 4,500 characters)
- ✓ **Enhanced Adverts are read by more jobseekers for more time** - on average an extra 24 seconds per visitor compared to a Basic Advert

Example of a Basic Advert

The screenshot shows a job advertisement on the jobs.ac.uk website. At the top, there are navigation links for 'Find a Job', 'Careers Advice', 'Jobs by Email', 'Upload your CV', and 'Your Account'. The main header features the University of Cambridge logo and name. The job title is 'Research Assistant' at the 'University of Cambridge - Cambridge Institute for Medical Research, Department of Haematology'. The salary is listed as '£23,661 - £26,629 pa' and the limit of tenure is 'Funds available until 31 August 2014'. The advertisement text describes the role, focusing on developmental origins of haematopoietic stem cells and molecular mechanisms. It includes contact information for Dr. Katrin Ottersbach and Ms Helen Milton. A 'Share this Job' section at the bottom provides social media sharing options (Twitter, Facebook, LinkedIn, Email, Print). On the right side of the page, there are sections for 'Share this Job' (with social media icons), 'Job Advert' (with options to send jobs like this, email to a friend, or get careers advice), 'New Job Search' (with a search box and 'Find Jobs' button), and 'More Jobs from this Employer' (listing various roles like Post-doctoral Research Associates, PA to Head of Unit, Research Associate, etc.).

## Advertising specification

### General information

- Please submit your Basic Advert as a MS Word file or in the body of an email
- Maximum 550 words per Basic Advert
- 1 job title (clear and specific to the role)
- Basic Adverts can be published in a language other than English however an English version must also be displayed and the word limit is the total for both versions
- Only 1 reference number can be quoted to apply for the role
- Only 1 closing date can be quoted per advert
- You can include up to 255 characters of text which is displayed in the advert summary (on search results page) to promote the benefits, pension, tax benefits, location benefits etc
- Live on jobs.ac.uk for up to 2 months
- If the Basic Advert needs to be on jobs.ac.uk for longer than 2 months, there will be a charge for uploading a new advert

### Application details

- Must be included so applicants can apply for the post
- Jobseekers should be directed to the application form or further details for that particular role on your website

### Logos

- 1 organisational logo per Basic Advert (main logo)
- Up to 2 additional logos can be included. However there is an admin fee of £50 for each additional logo
- We do not allow links to be contained as text in logos
- We do not allow advertisers to swap logos (only permanent changes can be made)

### We do not allow

- ✘ Composite adverts (please see our Linking Page which is a solution for displaying multiple vacancies)
- ✘ Discriminatory text – adverts must be legal and conform to UK laws
- ✘ More than 2 additional logos (these can be incorporated in an Enhanced Advert)
- ✘ Open days, events or conferences (these can be advertised using Careers Buttons on our Careers Advice page)

Commercial Rate

**£275**

Public Sector Rate

**£205**

University Rate

**£150**

To book your **Basic Advert**, please contact our team:

**t:** +44 (0)24 7657 2839

**e:** enquiries@jobs.ac.uk

**w:** www.jobs.ac.uk

Follow us on    :

[www.facebook.com/jobsac](http://www.facebook.com/jobsac)

[www.twitter.com/jobsacuk](http://www.twitter.com/jobsacuk)

[www.linkedin.com](http://www.linkedin.com) (search for jobs.ac.uk in groups)