



Great jobs for bright people

## Targeted Button buy one get one free

Reach exactly the right jobseekers for your vacancy using our Targeted Button - now **Buy One, Get One Free**\* for a limited period.

### What is the Targeted Button?

The Targeted Button is a large branded button which targets jobseekers based on their field of expertise and search activity on jobs.ac.uk.

#### The Targeted Button is displayed:

- On the sector page most relevant to the job advert (e.g. Biological Sciences)
- And again on the search results page when a jobseeker searches jobs using keywords chosen by you



Ideal for specialist roles, the Targeted Button will ensure that your advert reaches only qualified and relevant jobseekers and is proven to provide **two times more page views**.

### Features

- Placed on the right-hand side of the specific sector page
- Also displayed alongside the search results for three keywords pertinent to your job e.g. "biology lecturer", "biochemistry" and "medicine"
- Designed by our creative team to match your branding, at no extra cost

### Benefits

- Drives only relevant applicants to your advert
- Drives two times more jobseekers to your adverts
- Promotes your employer brand to an audience of specialists

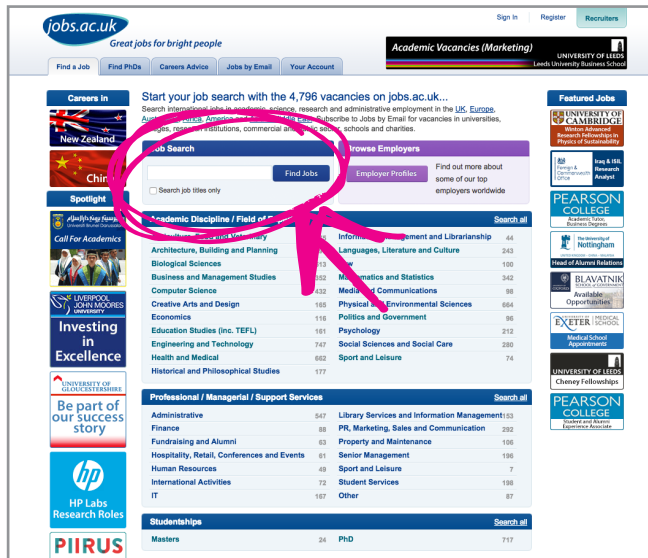
\* Keywords must directly relate to the job title, skills, experience or content on your job advert. Generic and non-targeted keywords such as "jobs" are not permitted.

**To book your Targeted Button, contact [henorth@jobs.ac.uk](mailto:henorth@jobs.ac.uk) or +44(0)24 7615 0359 quoting reference TARGETED241**

\* Subject to availability. Cannot be used in conjunction with any other offer. Requires the purchase of an advert. Offer ends 5pm GMT Friday 1st July 2016 and Targeted Button can be booked up to and including Friday 29th July 2016.

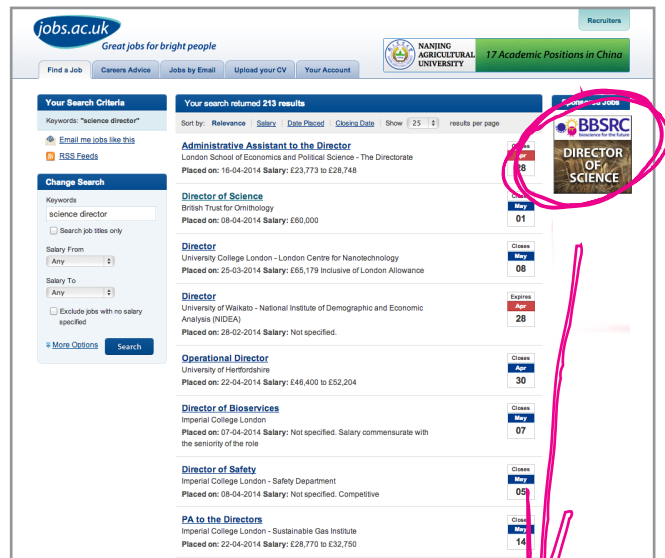
## How does it work?

**1** Choose three keywords relevant to your job e.g. job title, key skills or search terms that match your technical requirements. These keywords are searchable from the homepage and via the filters on the search results page.



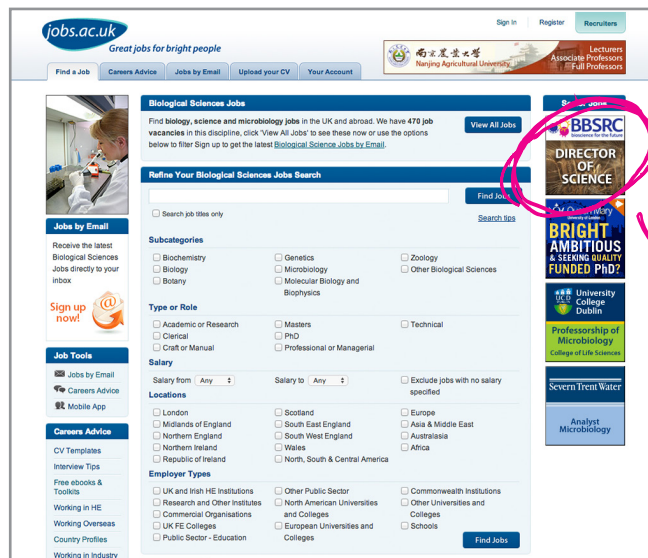
Homepage

**2** Your Targeted Button then appears on the right-hand side of the search results page when matched against any of your chosen keywords used by jobseekers e.g. "Science Director".



Search results page

**3** Your button also appears on the relevant sector page e.g. Biological Sciences - positioning your organisation as a "sector expert".



Sector page

**4** Links to your job advert or a Linking Page on jobs.ac.uk where multiple adverts can be collated for a campaign.



Enhanced Advert linked from the Targeted Button

### Specification

<b>Position</b>	Relevant sector page and search results page via keywords	<b>Size</b>	125 x 125 pixels	<b>Links to</b>	jobs.ac.uk adverts, Linking Pages or Campaign Sites (all sold separately)
<b>Duration</b>	7 days	<b>Slots</b>	5		
<b>Effectiveness</b>	2x more page views				

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