

## Direct Rate Card

### Job postings

Number of Job postings	Standard Logo Job posting	Featured Job posting	Premium Job posting
1 per month	£350 per month	£455 per month	£525 per month
2 per month	£600 per month	£780 per month	£900 per month
3 per month	£700 per month	£910 per month	£1,050 per month
4 per month	£800 per month	£1,040 per month	£1,200 per month
5 per month	£900 per month	£1,170 per month	£1,350 per month
10 per month	£1,200 per month	£1,560 per month	£1,800 per month
15 per month	£1,375 per month	£1,790 per month	£2,065 per month
20 per month	£1,550 per month	£2,015 per month	£2,325 per month
25 per month	£1,725 per month	£2,245 per month	£2,590 per month
30 per month	£1,850 per month	£2,405 per month	£2,775 per month
35 per month	£1,975 per month	£2,570 per month	£2,965 per month
40 per month	£2,100 per month	£2,730 per month	£3,150 per month
60 per month	£2,500 per month	£3,250 per month	£3,750 per month
80 per month	£2,875 per month	£3,740 per month	£4,315 per month
100 per month	£3,250 per month	£4,225 per month	£4,875 per month
200 per month	£4,550 per month	£5,915 per month	£6,825 per month
500 per month	£7,850 per month	£10,205 per month	£11,775 per month
1000 per month	£13,500 per month	£17,550 per month	£20,250 per month

### CV Database

Product	Rate	Description
CV Database	£1,000 per month	Download up to 500 CVs per day or 2,000 per week
CV Database with (with 5x CBEs)	£1,100 per month	Candidates by Email sends newly registered candidates to your inbox
CV Database (with 10x CBEs)	£1,200 per month	Candidates by Email sends newly registered candidates to your inbox
CV Database (without jobs package)	£1,500 per month	For clients who wish to purchase CVDB as a standalone service
CV Broadcast	£500 per month	Sends a bulk file of candidates once a day (100 via Excel or 500 via CSV)

### Candidate Targeting

Product	Rate	Description
Keyshot	£550	Target a vacancy to the 500 most recently registered/updated candidates
Key shot 5 pack	£2,500	Multiple package of above, unit rate £450 each
Keyshot 10 pack	£4,500	Multiple package of above, unit rate £400 each
Eshot	£1,000 - £3,000	Full HTML sent to candidates who 'opt-in' - full range of targeting methods

## Embedded Video

Product	Rate	Description
Video Profile Page	£1,000 per month	As per regular corporate profile, with embedded video player
Video Job Posting - single job	£750 each	Featured or Premium Featured job posting with embedded video player
Video Job Posting - multiple jobs	£1,500 monthly supplement	As above, supplement for multiple job postings
Video Banner	£45 per '000 impressions	Ability to deliver video content in ad banner

## Branding

Product	Rate	Description
Company Profile Page	£450 per month	Creative company information page with listing in companies A-Z
Jobs By Email Sponsorship	£500 per week	Reach active jobseekers in a specific job sector with banner or text ad
Banners & Buttons	£30 per '000 impressions	Target jobseekers via homepage, industry sector of run of site
Expandable Banner	£45 per '000 impressions	Rich media opportunity with superior candidate interaction
Keyword Banner	£500 per month	Exclusive sponsorship to match your banner with specific keyword term
Skyscraper Banner	£2,000 per month	Banner appears alongside job search results, premium position and size
Skyscraper Banner	£750 per week	As above
Skyscraper (run of site)	£45 per '000 impressions	As above

## Banner Behavioural Targeting

Product	Rate	Description
Banner frequency capping	£1,000 monthly supplement For all / any services listed above	Specify how many times a unique jobseeker sees your banner
IP address targeting		Target candidate IP range, for example company name, or company type
Geo location targeting		Target candidate location i.e. only deliver banner to jobseekers in Scotland
Time & Date targeting		Deliver ads on specific day of the week, or certain hours of the day
Surround session targeting		'Follow' jobseeker around the Totaljobs website, deliver multiple creative
Online targeting		Target the Browser language setting (i.e. French) or the OS (i.e. linux)
Keyword grouping		Provides grouping of relevant keywords to target wider audience
Campaign tracking		Add code called a 'beacon' to prove effectiveness and tracking data