

## Consultancy Rate Card excl client branded jobs

### Job postings

| Number of Job Postings | Standard Logo Job Posting | Featured Job Posting | Premium Featured Job Posting |
|------------------------|---------------------------|----------------------|------------------------------|
| 1 per month            | £250 per month            | £325 per month       | £375 per month               |
| 5 per month            | £340 per month            | £445 per month       | £510 per month               |
| 10 per month           | £350 per month            | £455 per month       | £525 per month               |
| 20 per month           | £450 per month            | £585 per month       | £675 per month               |
| 30 per month           | £600 per month            | £780 per month       | £900 per month               |
| 40 per month           | £700 per month            | £910 per month       | £1,050 per month             |
| 50 per month           | £750 per month            | £975 per month       | £1,125 per month             |
| 60 per month           | £800 per month            | £1,040 per month     | £1,200 per month             |
| 70 per month           | £850 per month            | £1,105 per month     | £1,275 per month             |
| 80 per month           | £900 per month            | £1,170 per month     | £1,350 per month             |
| 90 per month           | £950 per month            | £1,235 per month     | £1,425 per month             |
| 100 per month          | £1,000 per month          | £1,300 per month     | £1,500 per month             |
| 150 per month          | £1,250 per month          | £1,625 per month     | £1,875 per month             |
| 200 per month          | £1,650 per month          | £2,145 per month     | £2,475 per month             |
| 250 per month          | £2,000 per month          | £2,600 per month     | £3,000 per month             |
| 300 per month          | £2,350 per month          | £3,055 per month     | £3,525 per month             |
| 350 per month          | £2,650 per month          | £3,445 per month     | £3,975 per month             |
| 400 per month          | £2,950 per month          | £3,835 per month     | £4,425 per month             |
| 450 per month          | £3,200 per month          | £4,160 per month     | £4,800 per month             |
| 500 per month          | £3,450 per month          | £4,485 per month     | £5,175 per month             |
| 600 per month          | £3,900 per month          | £5,070 per month     | £5,850 per month             |
| 700 per month          | £4,350 per month          | £5,655 per month     | £6,525 per month             |
| 800 per month          | £4,700 per month          | £6,110 per month     | £7,050 per month             |
| 900 per month          | £5,000 per month          | £6,500 per month     | £7,500 per month             |
| 1,000 per month        | £5,250 per month          | £6,825 per month     | £7,875 per month             |
| 2,000 per month        | £6,000 per month          | £7,800 per month     | £9,000 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 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     |
| Keyshot 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 |
| Banner & Buttons          | £30 per '000 impressions | Target jobseekers via homepage, industry sector or 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 (run of site)  | £45 per '000 impressions | As above   |

## Banner Behavioural Targeting

| Product                    | Rate   | Description  |
|----------------------------|--|--|
| Banner frequency capping   | £1,000 monthly supplement<br>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        |