

Reasons to recruit online:

Online advertising is a quick and cost effective way of generating response to a job advertisement. If used properly it can also be an important component of successful employer branding campaigns.

Accessible – it provides you with an opportunity to reach your target audience quickly and effectively.

Measurable – our job site teams can help you to measure and manage your recruitment campaigns. We can provide information on impressions, click-throughs, job views, contact detail views, or applications.

Targeted – ComputerWeekly.com is the number one online destination for senior IT professionals, reaching over 149,000* active and passive jobseekers every month. It is dedicated to providing IT professionals with the best information, the best knowledge and the best jobs in the industry.

Adaptable – whether you are looking to drive jobseeker traffic to your website or promote a specific job, we can provide an online creative solution tailored to your needs to ensure your recruitment campaign really works.

Controllable – from identifying your needs, customising the creative solution and providing feedback reports, the ComputerWeekly.com team will ensure that your campaign receives maximum exposure and works hard for you.

Reasons to recruit on ComputerWeekly.com/jobs:

ComputerWeekly.com/jobs is the only IT specific marketplace for direct jobs from named employers, attracting over 149,000 unique users* every month.

ComputerWeekly.com/jobs offers users the opportunity to sign up to job alerts from specific employers, build a CV profile online, read the latest employment news, and locate employers in their area using our extensive employer database.

This makes ComputerWeekly.com/jobs the perfect environment to reach IT professionals exploring the next step in their career.

**To book your recruitment advertising now call
020 8652 8080 or email cwrecruitment@rbi.co.uk**

*Source: Hitbox June 2007



Leaderboard / Banner

Features

- Appears at the top of the page within site frame set

Why use this service?

- Used to communicate brand values and/or direct an employer to website
- Good for traffic driving, especially to specific part of website (i.e. jobs)

Specifications

- Banner: 468 x 60 pixels
- Leaderboard: 728 x 90 pixels
- Gif, jpeg, SWF or rich media
- Max 15k file size
- Can be animated



Skyscraper

Features

- Larger advertising slot, runs down the right-hand side of the page

Why use this service?

- Their size and proximity make them the highest profile position on the page
- Good for brand values
- Good for traffic driving, especially to specific part of website (i.e. jobs)

Specifications

- 120 x 600 pixels
- Gif, jpeg, SWF or rich media
- Max 30k file size
- Can be animated



Home page button

Features

- Key positions on jobs home page
- Appear on the right-hand side of the page

Why use this service?

- Good response levels to specific messages
- Good for traffic driving, especially to specific part of website i.e. jobs
- High profile position

Specifications

- 120 x 60 pixels
- Gif or text
- Max 5k file size
- Recommend a border around the logo and no job title on the button



Associated job category button

Features

- Available on specific search pages
- Appear on the right-hand side of the page

Why use this service?

- Good response levels to specific messages
- Can target specific job categories to reach only the most relevant jobseekers

Specifications

- 120 x 60 pixels
- Gif or text
- Max 5k file size
- Recommend a border around the logo and no job title on the button



Online job graphics

Features

- The job detail will show a graphics file
- This will look like an online advertisement instead of just text

Why use this service?

- Brings colour and impact to your online advertising
- Builds employer brand
- Allows better integration with your job campaign

Specifications

- Max 100k file size
- Max width 600 pixels



Featured job

Features

- Jobs highlighted in a returned search

Why use this service?

- Ensures a job stands out and gets noticed by jobseekers

Specifications

- Featured jobs are available on request



Who's recruiting (logo and profile)

Features

- Logo in "Who's recruiting" section, link through to all jobs on the site for that recruiter. The "Profile page" link is at the top of this page
- The page can be text or a graphic
- This page will only show when the recruiter has jobs on the site

Why use this service?

- A higher profile on the site when the recruiter has live jobs
- Can have links to own web site and jobs on our site

Specifications

- Gif or JPEG file
- Max width: 600 pixels
- Graphics file or text – not both



Recruiter of the week

Features

- A logo and brief description on jobs homepage
- Link through to recruiters jobs

Why use this service?

- Bypasses the search engine
- High profile position for recruiters
- High volume click-through rates, increasing the number of viewings for your jobs

Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



Featured agency/employer

Features

- A logo and brief description on 'who's recruiting' page
- Link through to recruiters' jobs

Why use this service?

- Bypasses the search engine
- A high profile position for recruiters
- High volume click-through rates, increasing the number of viewings for jobs

Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



Jobs with logos

Features

- Jobs with a logo

Why use this service?

- Builds employer brand and makes job stand out

Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



Jobseeker e-newsletter

Features

- Numerous e-newsletter options sent out to jobseekers
- Button slots and job listings available to advertisers

Why use this service?

- Email sent to registered users
- Job appears in the users inbox, so no need to go onto the site and do a search for jobs

Specifications

- Button: 124 x 44 pixels
- Gif only
- Max 4k file size
- Frequency: weekly