

Recruitment advertising rates

packagingnewsjobs.co.uk listings

	Rate per job
Text only job listing	£259
Enhanced listing: job posting plus tinted background and logo	£299

Online packages

	Rate per job
Silver package: enhanced listing + run of site button	£549
Gold package: Silver package + featured employer logo	£699
Platinum package: Gold package + featured job	£899

Additional online options

	Rate
Featured recruiter/agency logo on home page button: run of site button	£299
Job of the Week: vacancy listed on job site or editorial site	£299
Job of the Week: vacancy listed on both job site and editorial site	£399
Bulletins: vacancy on email bulletin (one week)	£299
Banner: run of site banner	£449
Targeted email: bespoke email targeting specific candidate groups	£POA

Online advertising specifications

	Pixels	File size
Banners	468 x 60	15k
Buttons	120 x 90	15k
Logos	120 x 60	15k

Rich media and non-rich media adverts need to adhere to the specifications above. Creative can be supplied in .gif or swf (flash).

Non-rich media

In addition to the copy, please supply the click-through link

Rich media

When supplying rich media adverts you must also supply an alternative gif.

Embedded in the swf (flash) must be the following action script (set as an expression on the button), not the click through URL (please supply this separately). This ensures that the click-through opens in a new window and we can track clicks:

```
on (release) { getURL (clickTAG, "_blank"); }
```

Please also supply us with the link for the advert to click through to.

Packaging News packages

	Colour rate
Eighth page	£858
Quarter page	£1,225
Half page	£1,750
Full page	£2,500

Print mechanical data

	Dimensions
Eighth page	65mm x 100mm
Quarter page	128mm x 100mm
Half page - horizontal	115mm x 204mm
Half page - vertical	246mm x 100mm
Full page	246mm x 204mm

One column	n/a
Two columns	100mm
Three columns	n/a
Four columns	204mm

InDesign/Photoshop/Illustrator documents

All files must be Adobe Creative Suite-compatible and must have fonts and images supplied. For copy to set adverts, text as Word or InDesign files with Adobe Creative Suite-compatible fonts.

Alternatively, send a high-resolution PDF with 3mm bleed.

Print advertising deadlines

Deadlines will be advised at the time of booking.

All prices quoted are subject to VAT.

Unless otherwise stated, all options are valid for up to four weeks online or one issue in print.

Recruitment hotline

For more information, call the Packaging News team now on

020 8253 8656

oremail

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