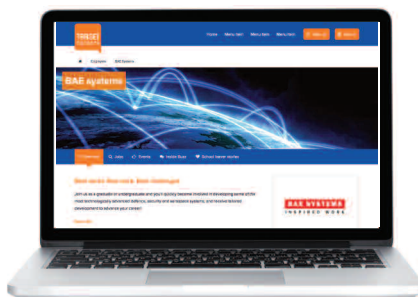


TARGET
careers

*Inspiring possibilities
for school leavers*

Your campaign will look great
across all media channels

Rate card 2017



Employer hub

The Employer hub provides essential information on your company and career opportunities for school leavers. With a large proportion of school pupils unaware of career opportunities the employer hub provides essential branding and raises awareness of your organisation.

Students can search for your business in our A-Z of Employers and the hub is also linked to your job postings.

Maximise your presence on TARGETcareers by adding: logos, images, video, social media links, school leaver profiles/school leaver stories, events

12 month	£2,995
6 month	£1,795
3 month	£995
1 month	£395



Job postings – apprenticeships, higher apprenticeships & school leaver programmes

Single job posting

One month	£195
3 months	£485
6 months	£895
Other variations	POA

Employer branding

Billboards	1 mth
Home page (mid page)	£650
Sector	£450
Run of site (includes career advice, choice of other sectors)	£550
A-Z of employers/SL100 rankings	£450
Featured employer	1 mth
Home page	£325
Run of site (appear at bottom of pages)	£275
Sector/region (appear at bottom of pages)	£275

Targeted emails

To students

Solus emails up to 3,000 school student recipients £600

Employer showcase – bespoke careers email produced by TARGETcareers & employer £1,295

To schools and careers contacts – database of over 8,000 contacts

Solus email to school careers contacts, target by region or school 35p per contact

Careers newsletter – employer logo £275 per month

Career sector sponsorship

Includes: logo + brief description of company on career sector & all related content pages. Billboard on sector job search, mid page banner on career sector page, links to hub/jobs POA

Recommended online packages

12 months

Employer hub
Unlimited job postings
6 targeted emails to 3,000 recipients per send
Featured recruiter logo
Sector billboard – 6 months
Social media postings for each job posting £4,995 (£416 per month)

6 months

Employer hub
Unlimited job postings
3 x targeted emails to 3,000 recipients per send
Featured recruiter logo – 12 weeks
Social media postings for each job posting £2,995 (£499 per month)

3 months

Employer hub
Up to 5 jobs per month
1 x targeted email to 3,000 recipients
Featured recruiter logo – 4 weeks
Social media postings for each job posting £1,650 (£550 per month)

The 200 Most Popular Employers for School Leavers

DPS advert with DPS showcase	£4,995
DPS (profile and display)	£2,995
Full page display	£2,250
1/4 page strip advertisements	£850
Cover positions	£3,495
Gatefold	SOLD
Bellywrap	£15,000
Inserts	POA
Sponsored content sections	POA



TARGETcareers Construction, Engineering & Property

Full page profile or display	£2,495
Cover position	£3,150
1/4 page strip advertisements	£750
Gatefold	POA
Bellywrap	POA
Inserts	POA

Paths to Professional Careers – a Parent's Guide

DPS display	£4,995
Full page display	£3,995

Event marketing and promotion to schools

Distribution of employer literature to events attended by TARGETcareers – over 30 careers events nationally POA
Careers literature distribution to schools in our Career Packs – March 2017 (limited availability) POA

Delivered by

Contact the TARGETcareers team on 01491 826262 or email sales@groupgti.com.