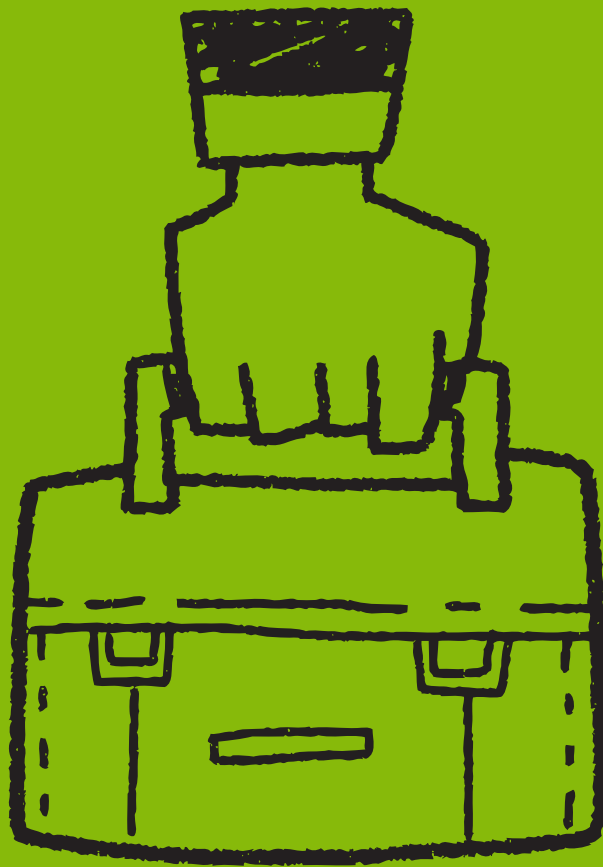


TALENT



EXTENDING THE REACH OF YOUR JOB LISTING

Reach job seekers as they actively or passively search for their next job—wherever they are

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Job seekers read the news, sport or entertainment content before or after browsing jobs on our sites on over **91% of visits**.¹

This presents a unique opportunity for recruiters to extend the reach of their job listings and increase applications by reaching candidates when they are both actively and passively searching for their next job.

MAINTAIN INTEREST

Expressions of interest for job listings generally drop off over time. Talent enables you to increase expressions of interest throughout the duration of your job listing.

RE-ENGAGE INTERESTED CANDIDATES

Re-engage candidates who have already shown an interest in your role.

REACH MORE CANDIDATES

Put your vacancy in front of local job seekers who have viewed similar roles.

INCREASE APPLICATIONS

Extend the reach of your job listing and drive more applications.

1, Average Daily Visits, Newsquest Group Traffic 2014, Adobe Omniture

HOW IT WORKS

01689 885 607

getconnected@newsshopper.co.uk

Talent uses behavioural targeting to reach candidates who are actively looking for jobs in your sector.

Here's how it works.

MEET SAM...



1.

Sam, a teacher in Lewisham, views an education job on one of our websites.

2.

A cookie is saved to Sam's browser and she is added to the 'Education & Teaching' audience segment in our data management platform.

3.

Sam is now shown ads for education and teaching jobs in Lewisham and neighbouring Greenwich and Bromley as she browses our news sites and jobs boards.

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PRICING

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Choose between two pricing options, Standard and Premium, and six campaign weights.

	4.7k impressions	7k impressions	14k impressions	21k impressions	28k impressions	47k impressions
Standard Leaderboard, skyscraper, MPU, mobile ad strips	£50	£75	£150	£225	£300	£500
Premium Double-height MPU, high vis, billboard, in-article MPU, mobile interstitial	£100	£150	£300	£450	£600	£1,000

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CREATIVE PACKAGES

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STANDARD



PREMIUM



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