



# Countryside Jobs Service

The Original, the Biggest & the Best in the field

UK Market Leaders for countryside & environmental staff

## RECRUITMENT ADVERTISING RATES – VALID 1/7/09 – 31/12/09

### **WEBSITE ADVERTISING:** CJS Daily Online

**Linage** 200 words £45  
Additional words per 100 £20

**Logo** mono £25 each  
colour £35 each

#### **Full Display ads: Regular sizes**

Size	Dimensions (h x w, mm)	Mono cost	Full colour cost
1/4	120 x 80	£95	£120
1/2	120 x 170	£190	£240
Full Page	250 x 170	£380	£480

Other sizes are accepted, please ask for a quote.

All adverts are online for four weeks (or until the closing date whichever is sooner)

**BONUS:** Includes free hyperlinks, brief details daily bulletins; also edited details as standard (free) linage in CJS Weekly.

**READERSHIP:** freely available

The site has an average of 3.5m hits per month.

We do not use any data capture methods so are unable to quote unique user numbers.

**DEADLINES:** none, we aim to place adverts online within one working day and it is often within hours of receiving your copy.

#### **Others:**

**Job of the Day:** banner for Job of Day, links direct to your advert. Cost £30

Sample:

**Job of the Day: Monday 1 January 2009**

Countryside Ranger with CJS

Add your logo to your Job of Day banner. Cost: mono £15 or colour £20

**Microsite:** all your online adverts with CJS in one place.

Cost £30 per month plus initial set up £50. Minimum term three months.

**Employer profile:** 300 words text plus one logo; includes links to your website and from adverts on Daily Online (or microsite). Cost £110 per calendar month, minimum term three months. 10% discount for subsequent months.

**Rolling banner logo** on CJS Daily Online linking to your microsite or Employer Profile. Cost £30 per month.

**Job Specification / application form.** We can host your Job Spec as a downloadable / printable PDF linked to your advert. Cost from £30

Please read our Terms and Conditions available on our website or by request.

VAT will be added at current rate.

VAT Reg. No. 892908279.

Tel: 01947 896007

Fax: 01947 896474

Email: ranger@countryside-jobs.com

Countryside Jobs Service, The Moorlands, Goathland, Whitby, N. Yorks YO22 5LZ

**PTO for press advertising**



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## RECRUITMENT ADVERTISING RATES – VALID 1/7/09 – 31/12/09

### **PRESS ADVERTISING: RATES**

Plain Linage 300 words maximum £65  
Linage + Logo 200 words plus one mono logo £75

Full display adverts

size	dimensions (h x w, mm)	mono cost	full colour cost	mix & match *
1/4	120 x 80	£100	not available	£125
1/2	120 x 170	£200	£320	£250
Full Page	250 x 170	£400	£640	£500

\* mix & match options. Mono advert in the paper copy, colour in the electronic.

Leaflet Inserts: by arrangement, please phone for details.

Guide price - For flat A5 or A4 folded to A5, £100 insertion fee to cover electronic copies + £20 / hundred insertion in paper copies.

### **PRESS ADVERTISING: PUBLICATIONS DETAILS**

**CJS WEEKLY** – for highly targeted advertising.

**BONUS:** free advertising available.

Standard (free) Linage, details of your vacancy are edited under nine standard headings into the in-house style. Advert appears initially in CJS Weekly Update (main section), in following weeks as Standard (Free) Linage in CJS Weekly: Existing Opportunities until edition nearest the closing date – therefore, no need to pay for multiple insertions.

**READERSHIP:** 1,000 copies, c. 8,500 readers including every National Trust site, many RSPB and Wildlife Trust sites, university careers departments but mostly to individuals.  $\frac{2}{3}$  sent electronically.

**DEADLINE:** Space 5pm every Thursday  
Copy 12 noon every Friday

**PUBLISHED:** every Monday (except Christmas)

NB: there is no online coverage with this publication.

**CJS MONTHLY** – for best value and greatest coverage.

**BONUS:** published online in full with brief details on CJS Daily Online. Edited details of all adverts included as Standard (Free) Linage in CJS Weekly.

**READERSHIP:** sent as a free newspaper to offices and sites of relevant authorities, agencies and major conservation charities.

700 paper copies + 750 email copies

Total readership c.40,000

**DEADLINES:** Space 5pm Monday preceding  
Copy Before 12noon Tuesday preceding

**PUBLISHED:** second Thursday each month

See website for exact dates or call to ask.

**Please note:** Sizes quoted are height x width and are the absolute maximum space permitted. We use only 100% recycled paper and envelopes (this affects reproduction quality so please make your adverts nice and clear!). Recommended minimum text size within display adverts : 8 Point in Times New Roman or equivalent size.

Please read our Terms and Conditions available on our website or by request.

VAT will be added at current rate.

VAT Reg. No. 892908279.

Tel: 01947 896007

Fax: 01947 896474

Email: [ranger@countryside-jobs.com](mailto:ranger@countryside-jobs.com)

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**PTO for online advertising**