



Countryside Jobs Service®

The Original, the Biggest and the Best in the field

THE Countryside Specialist since 1994

ADVERTISING RATES FOR TRAINING DIRECTORY – VALID until 01/06/21

CJS Training Directory, online

Always freely available - updated weekly.

Countryside-jobs.com has an average of 185,000 page views per month. Now includes basic details of all new and updated listings included in our email bulletin and posted to LinkedIn and Facebook.

Free advertising Online

Short Courses* and Professional Events Basic details of your course, date, title, location, provider and contact details, maximum free description 50 words.

Adverts are online until the event or for one calendar year.

Longer Courses and Centres 50 word description of your course / centre to include contact details.

Adverts are online for one calendar year.

*Short courses last for 1-10 consecutive days

Full advertising Online

Adverts are online for one calendar year, 25% discount for runs of up to six months.

Linage (per listing): Add more description £15 for the first additional 50 words (i.e. 100 words in total), additional words at £10 per 50.

Logo £20 for the first logo then £5 per additional logo (same image across multiple listings)

Full Display Adverts: Regular sizes (h x w, mm)

size	dimensions	cost	Other sizes are accepted , please ask for a quote.
1/4	130 x 85	£130	
1/2	130 x 180	£200	BONUS: Updates of new adverts are posted on the home page of the website, circulated via social media and our daily email
Full Page	270 x 870	£475	

Promote your listing

Additional promotion across our social media network, available on all listings including free.

More detailed information with link direct to your advert, posted to LinkedIn and Facebook including in the daily email plus detailed tweets.

Text promotion £10

Text and graphics promotion £25 (unique banner image including your logo and some details)

NEW FOR 2020 Social Media promotion package £50

As for text and graphics promotion plus sharing to other website / fora, for example specialist Facebook pages and LinkedIn groups, selected by CJS to ensure we're reaching the right audience for your training provision.

Readership Profile

CJS Training Directory receives an average of 7,500 page views per month (google analytics). Plus CJS Professional and CJS Weekly readership. Total readership c. 100,000

48% of web readers use the online directory, 18% have attended an event or taken a course as a result of having seen it with CJS. 53% of readers have taken additional training in the last year, 26% within the last two years.

53% are required to undertake Continuing Professional Development

Deadlines: None, website is updated weekly.

Hosting additional information

If you don't have a website or are unable to host your own documentation we can host your brochure, booking form or other information. Includes a link to your documentation in each advert you have on the Directory.

We can supply you with a web link to use in any other advertising.

Cost from £10 per document. (£10 per 100kb)

BONUS: Automatic coverage in CJS newsletters - more overleaf

Terms and Conditions available on our website or by request.

VAT will be added at standard rate. VAT Reg. No. 892908279.

01947 896007

training@countryside-jobs.com

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



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NEWSLETTER ADVERTISING

Automatic free coverage, no need to book. Only available in addition to online advertising.

Short Courses and Professional Events: CJS Weekly and CJS Professional include a calendar of training occurring two months hence, e.g. January carries the calendar for March. May include additional text but not logos.

Longer Courses and Centres: No coverage in CJS Weekly (see below for free option). CJS Professional has brief details of any adverts placed or updated during the preceding month.

ADVERTISING OPTIONS

Free listing

Short Courses and Events: automatic free coverage (see above) If you've missed the free listing there are paid options, ask us about these.

Longer Courses and Centres: 50 words to include contact details (maximum of two free listings per year)

Enhance your advert

Linage Add more description £15 for the first additional 50 words (i.e. 100 words in total), additional words at £10 per 50.

Logo £20 each

Full Display Adverts: Regular sizes (h x w, mm)

size	dimensions	cost
1/4	130 x 85	£130
1/2	130 x 180	£200
Full Page	270 x 180	£275

Other sizes are accepted, please ask for a quote.

Adverts remain in the newsletter and online for four weeks.

Series discounts

Number of adverts	Discount %
3	5
5	10
10	15
15	20

Book a series of adverts to appear within one calendar year.

Run your series in consecutive editions for an additional 5% discount.

PUBLICATIONS DETAILS

CJS Weekly – for highly targeted advertising.

READERSHIP: 200 copies by subscription, c. 8,500 readers including every National Trust site, many RSPB and Wildlife Trust sites, university careers departments. 95% sent electronically.

40% of readers have looked online for further information after seeing a listing in CJS Weekly, of whom 62% have attended the event or course. 50% have taken additional training within the last year, 11% within two years. 40% are required to undertake Continuing Professional Development.

DEADLINE: Space 12 noon every Thursday Copy 5pm Thursday

PUBLISHED: every Friday (except Christmas)

CJS Professional – for best value and greatest coverage, digital publication

READERSHIP: sent as a free digital newspaper to offices and sites of relevant authorities, agencies and major conservation charities, also to opt-in members of Countryside Management Association. Total readership c.90,000.

62% of readers have used the Directory to find a course, 77% of who have then attend the event. 54% are required to undertake CPD, 2/3 have taken additional training within the last year.

DEADLINES: Space 5pm Monday preceding

Copy Before 12 noon Tuesday preceding

PUBLISHED: Second Thursday each month

See website for exact dates or call for details.

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

VAT will be added at standard rate.

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