



# 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 31/12/19

### **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 £25 for the first additional 50 words (i.e. 100 words in total), additional words at £15 per 50.

**Logo** £25 for the first 5 then £5 per additional logo (same image across multiple listings)

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

size	dimensions	cost	<b>Other sizes are accepted</b> , please ask for a quote.
1/4	130 x 85	£150	
1/2	130 x 180	£300	<b>BONUS:</b> 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	£600	

### **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** £15 (unique banner image including your logo and some details)

### **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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## ADVERTISING RATES FOR TRAINING – VALID until 31/12/19

### 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	£135
1/2	130 x 180	£265
Full Page	270 x 180	£530

**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.

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