

Media Information - Recruitment Advertising

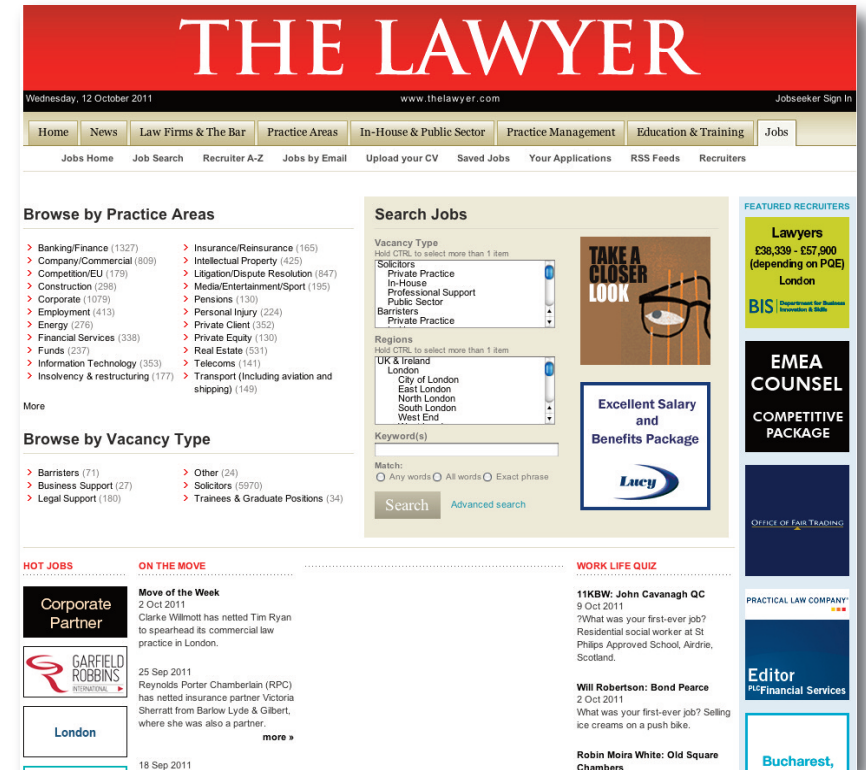
Site Overview

Site Overview

Online Audience
Jobs Homepage
Targeted Advertising

The **Lawyer.com** is the **premier** online community for the legal profession. The site provides candidates with access to the best legal jobs in private practice and industry, enabling recruiters to advertise their vacancies to the **largest** online audience in the profession.

2.309m Page Impressions
249,750 Unique Users per month
30,218 Job Alert Subscribers
6,000+ Jobs



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The Lawyer.com homepage is the busiest page on the website - on average your advert will be viewed over 60,000 times in a week. N.B. If you select one of the options below, your job vacancy will also be live in the recruitment database for 28 days and sent to relevant candidates via the daily jobs email alert.

Job of the Week

Published on The Lawyer.com home page plus multiple news and features pages. The Job of the Week advert is a high impact opportunity able to influence all visitors to the site including browser candidates and links through to the full job details. The Job of the Week appears on The Lawyer.com for one week.

Job of the Week advert rate: £1,500 + VAT per week

Premium Jobs

Appearing on the home page plus all editorial pages for one week, the Premium Jobs will influence all visitors, including browser candidates. The Premium Jobs can be animated and link through to the full job details.

Premium Job rate: £1,295 + VAT per week



CREATIVE SPECIFICATION

Job of the Week - Dimension: w 300px x h 150px

Premium Jobs - Dimension: w 120px x h 130px

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The **Jobs Homepage** is targeted at active candidates seeking jobs in the legal profession. If you select one of the options below, your job vacancy will also be live in the database for 28 days and sent to relevant candidates via the daily jobs email alert service.

Featured Jobs

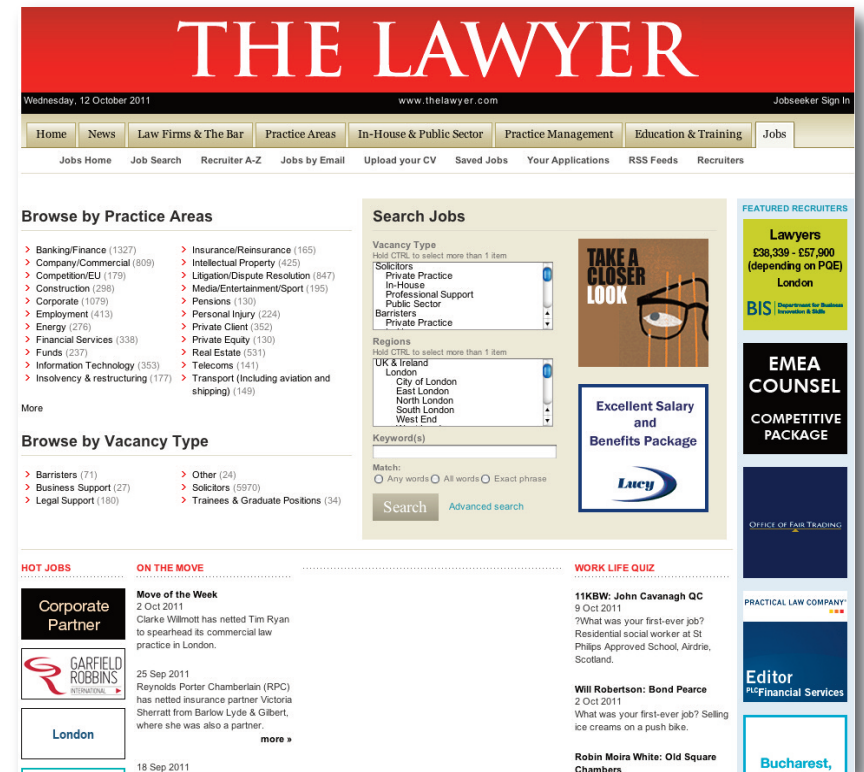
There are two Featured Job positions situated next to the job search facility on the Job's home page, offering huge exposure to job seekers about to conduct a job search. The Featured Job appears for one week, can be animated and links through to the full job profile.

Featured Job rate: £950 + VAT per week

Hot Job Buttons

These are branded premium job adverts positioned uniquely below the Browse by Vacancy Type and adjacent to the Move of The Week editorial on the Job's home page. The button includes a client logo plus job title and appears on the Job's home page for **2 weeks** with links through to the full job profile.

Hot Job rate: £750 + VAT per 2 week tenancy



CREATIVE SPECIFICATION

Featured Jobs - Dimension: w 150px x h 150px

Hot Job Buttons - Dimension: w 120px x h 60px

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Premium Listing

A Premium Listing guarantees that **your** vacancy appears at the top of the job results list when a relevant search is carried out. Your logo will also be visible to candidates. This ensures high visibility over and above other similar vacancies on the site.

Premium Listing rate: £800 + VAT per 2 week tenancy

Practice Area / Region Job of The Week

This targeted Job of The Week appears on the Practice area/region home page and relevant practice area/region content pages e.g Banking/Finance and Asia/Australasia etc.

It is a highly contextually targeted advert and reaches all visitors to the site including browser candidates within targeted content. The advert links through to the full job details. The Practice Area Job of the Week appears on The Lawyer.com for one week.

Practice Area / Region Job of the Week rate: £950 + VAT per week

Single Job Listing

A job posting which stays live on the site for 28 days and can be tagged with specific practice areas in order to maximise targeting of relevant candidates through the sites search facility. Postings are also sent out on relevant job alert emails to subscribers.

Single Job Listing rate: £600 + VAT per month

Lawyer News Daily Featured Job

This Featured Job appears on the right hand side of the Lawyer News Daily email service, received by 60,000 + legal professionals every day. The advert stays visible on all daily emails for 1 week and links through to the full job profile on The Lawyer.com

Lawyer News Daily Featured Job rate: £1,295 + VAT per week

Salary Survey

The Lawyer has created a unique opportunity to promote recruiters Salary Surveys. The promotion includes a permanent link on the Jobs Home page, 35,000 MPU page impressions per month across The Lawyer.com and ¼ page print advertisement per month in the Appointments section.

Salary Survey rate: £4,000 + VAT per 6 month tenancy

Bespoke Job Email Alert

The Lawyer Bespoke Job Email service allows advertisers to directly email jobs to those who have subscribed to receive job emails for specific practice areas. This guarantees specific targeting and minimal wastage.

Bespoke Job Email Alert rate: £1,000 + VAT per practice area email

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CREATIVE SPECIFICATION

Practice Area / Region Job of the Week - Dimension: w 300px x h 150px

Lawyer News Daily Featured Job - Dimension: w 120px x h 130px