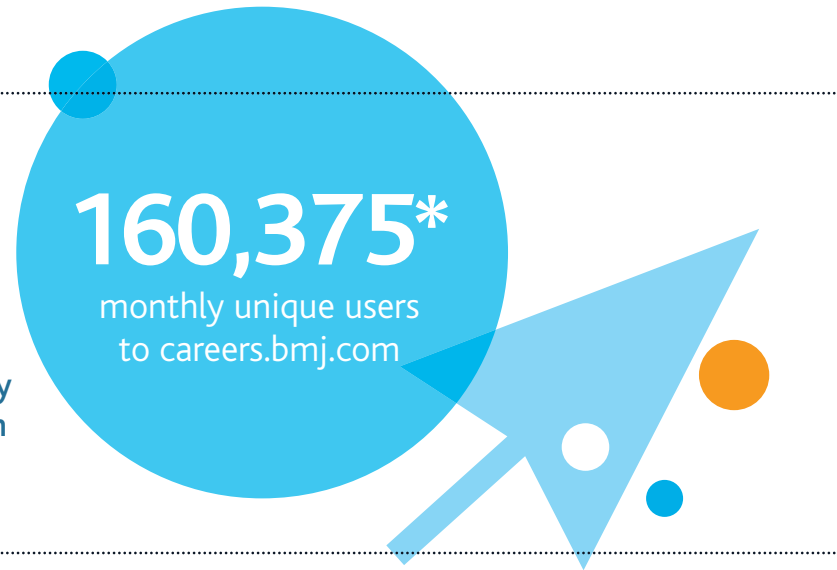


Print and online packages

Online packages to supplement existing print advertising

Our online packages have been carefully devised by analysing our most popular and effective digital advertising combinations. We have a range of packages to enhance your digital listing, comprising different combinations of online products for different recruitment scenarios.

The basic component of online advertising is the digital version of your print advertisement. This is tagged by grade, specialty and region to ensure your vacancy can be found by thousands of active medical job seekers when conducting a search on BMJ Careers. The cost of a job listing is £130 + VAT. Build on your basic campaign by choosing from the packages below.



* ABCe audit October 2011

IMPACT

£250 + VAT

Maximise your impact with branded access to active jobseekers. Your job listing is displayed in an eye catching format and benefits from both a prime position in search results, and a highly visible Featured Job position on one of our search pages.

- **Enhanced formatting**
- **Prime position**
- **Featured job on category page**

REACH

£450 + VAT

Reach an even wider range of applicants with this package. This offers the dual benefits of a highly visible and targeted job listing and exposure via our homepage to over 146,000 unique visitors each month.

- **Enhanced formatting**
- **Prime position**
- **Homepage button**
- **Featured job on home page/ category page**

EXTEND

£700 + VAT

Extend your reach to an audience of both active and passive job seekers. Benefit from unique access to job seekers on BMJ Careers, and access to the UK's top clinicians and academics via BMJ Journals specialty sites, covering more than 20 medical specialties.

- **Prime position**
- **Homepage button**
- **Listing on specialty site**
- **Job alert button**
- **Mobile banner**

BRAND

£950 + VAT

The ultimate way to recruit and to build your brand in the medical sector. This package offers effective, rapid recruitment and the long term benefits of extended brand exposure for your organisation.

- **Prime position**
- **Homepage Button**
- **Listing on specialty site**
- **Job alert button**
- **Featured job**