



Online Media Pack

careers.bmj.com

BMJ Careers

BMJ Careers

Where doctors find jobs and jobs find doctors

careers.bmj.com reaches over 140,000 unique online users – more job seeking doctors than any other medical jobsite in the UK*. Online advertising with BMJ Careers is a great way to promote a specific vacancy, increase awareness of your company, or promote the products and services you offer.

Using a range of digital positions you can drive traffic to your site from options including a simple listing to a targeted banner, thereby increasing the number of applications you receive.

Why advertise with BMJ Careers online?

- Reach over 140,000 online users
- Get quantifiable results from Google Analytics including page views and ad clicks
- Complement your print advert
- Build integrated campaigns using button ads, sponsored emails and featured job slots
- Benefit from contextual ad posting – your ad served alongside relevant career advisory articles

Web usage**

Page impressions: 1,718,428

Visits: 268,051

Unique users: 144,323

Referrals in: 210,521

*Omnimed January 2008 **ABCe audit April 2008

Contents

Job listings, search results banner and logos	3
Featured ads and button ads	4
Banner ads, MPU adverts and job alerts	5
Online advertising rates	6
Technical specifications	7

Search results banner



Job listings

Make your ad stand out from the crowd with a logo

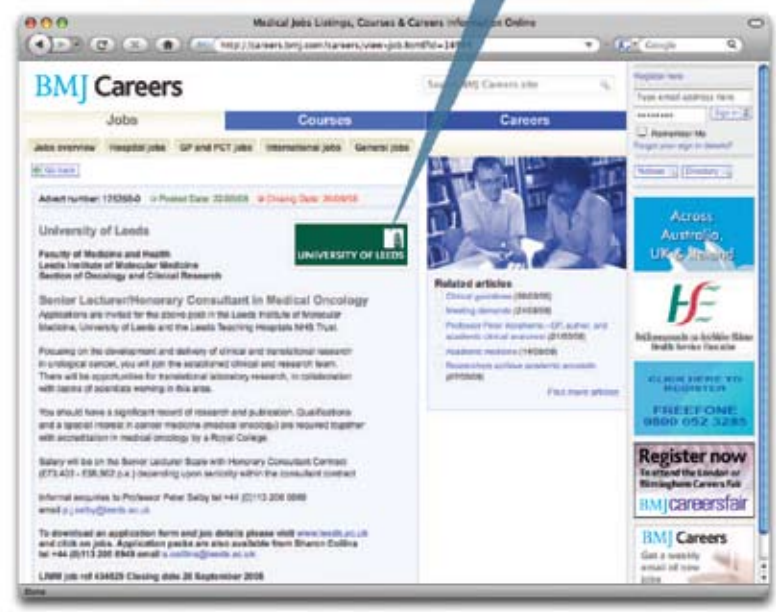
Job listings

- Your ad appears clearly in the job listings, with its headline and other vital information such as classification and closing date
- You can make your ad stand out from the crowd in the list by adding a logo

Search results banner

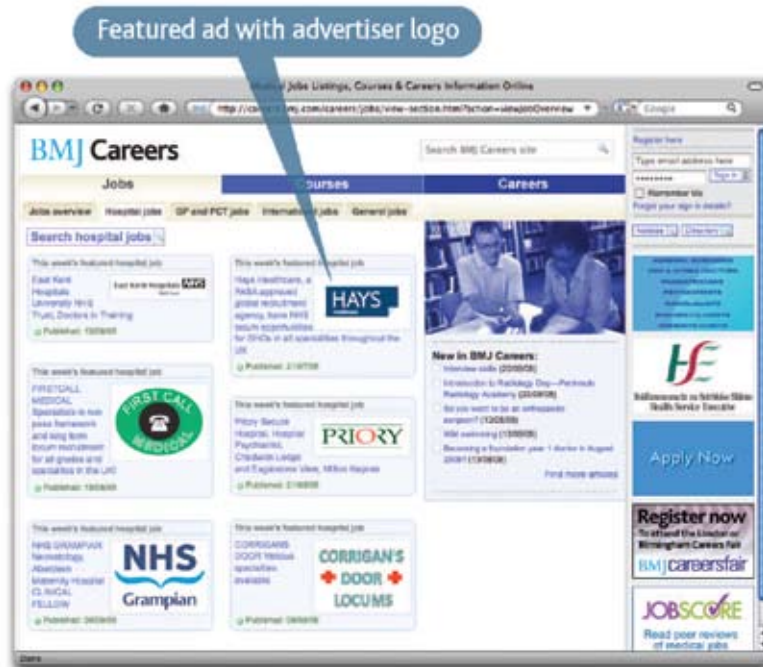
- Available at the top of each search results page
- A targeted method of reaching your intended audience

Clickable logo takes the jobseeker to your site



Logo on ad

- When you add a logo to your ad it appears on the full ad too, and it links to your homepage or wherever you want your candidates to go
- If you take a logo on your ad it gives it priority over other ads in the listings, and will appear towards the top of the list
- Your ad is posted alongside relevant articles allowing you to reach passive candidates



Featured ads

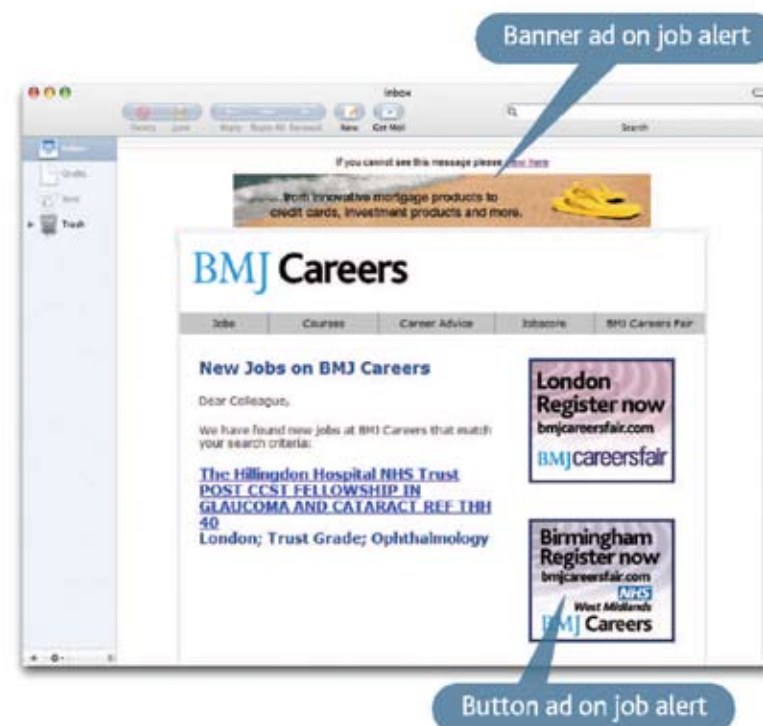
Supplement your job listing with an additional featured advertisement slot. Job seekers will see your ad before they even conduct a search.

- Featured ads appear on the homepage, the courses page and within four job sections – hospital, GP and PCT, International and General
- Your full ad is displayed when a job seeker clicks on the featured advert
- Your logo and advert link to your homepage

Button ads

- Are available in the right hand column of every page
- Enjoy eye catching prominence throughout the site
- Can be targeted by specialty, grade, country, region and specific days of the week or times of the day

“Following our advertisement in the BMJ Careers online featured slot we were very impressed with the response rate. There was an approximate 400% increase in web traffic through our site compared to our normal background hit rate. I thought it was a very cost effective exercise and we will certainly be advertising here again!” SPIRAL BLUE



Banner ads

- Are available at the top of each page throughout the site, as well as the top of the search results
- Offer a prominent way to reach broad or narrow audiences
- Can be targeted by specialty, grade, country, region, and specific days of the week or times of the day

MPU ads

- Two prime positions in the central column of the homepage
- Can be targeted by country, and specific days of the week or times of the day

Job alerts

- Job alerts are emailed to registered users either daily or weekly according to user preferences
- A highly targeted method of reaching registered users who are actively seeking a job
- One banner ad position and three right hand button ads available

“We always receive a professional, efficient service from BMJ Careers. The ‘featured job slot’ worked particularly well for us.”
 MEDICUM + PROFESSIONAL LTD

Rates – featured adverts

BMJ Careers homepage

1 featured job	£500 per week
1 featured course	£500 per week

Jobs overview page

1 featured job for hospital jobs	£400 per week
1 featured job for GP and PCT jobs	£400 per week
1 featured job for international jobs	£400 per week
1 featured job for general jobs	£400 per week

Hospital jobs page

4 featured jobs	£175 per week
-----------------	---------------

GP and PCT jobs page

4 featured jobs	£175 per week
-----------------	---------------

International jobs page

4 featured jobs	£350 per week
-----------------	---------------

General jobs page

4 featured jobs	£350 per week
-----------------	---------------

Courses page

3 featured courses	£160 per week
--------------------	---------------

Rates – banner and button ads

RATES ARE RUN OF SITE

SPEND

PAGE IMPRESSIONS

	£750	(£7.50 per 1,000) 100,000
	£1,400	200,000
	£2,150	300,000
	£2,750	400,000
	£3,500	500,000
	£3,750	650,000
	£5,000	800,000
	£6,000	1,000,000
	£6,500	1,250,000
	£7,000	(£4.60 per 1,000) 1,500,000

Rates – hospital posts

Single logo listing	£50 per week
---------------------	--------------

Locum packages

Adverts appearing under specialties

			with logos	
10 job posts	£650	£65 per post	£900	£90 per post
20 job post	£1,000	£50 per post	£1,600	£80 per post
30 jobs	£1,350	£45 per post	£2,100	£70 per post
50 jobs	£1,750	£40 per post	£3,000	£60 per post
75 jobs	£2,625	£35 per post	£3,750	£50 per post
100 jobs	£3,000	£30 per post	£4,000	£40 per post

Adverts appearing under find a locum as a profile

3 months	£900
6 months	£1,750
12 months	£3,000

Rates – job alerts

Buttons

3 slots available	£350 per week
-------------------	---------------

Banners

1 slot available	£700 per week
------------------	---------------

Rates – MPU adverts

2 slots available	£600 per week
-------------------	---------------

Technical specification

Featured ads logo

Size: 150 pixels wide
Format: .jpeg

Button ads

Size: 162 x 100 pixels
Format: .gif or flash format

Banner ads

Size: 468 x 60 pixels
Format: .gif or flash format

Job alert buttons

Size: 160 x 135 pixels
Format: .jpeg or .gif

Job alert banner

Size: 468 x 60 pixels
Format: .jpeg or .gif

MPU adverts

Size: 250 x 160 pixels
Format: .gif or .jpeg

BMJ Careers

BMA House, Tavistock Square, London WC1H 9JR
careers.bmj.com

Contact:

E: sales@bmjcareers.com

T: 020 7383 6536/6782