

Reasons to recruit online:

Online advertising is a quick and cost effective way of generating response to a job advertisement. If used properly it can also be an important component of successful employer branding campaigns.

Accessible – it provides you with an opportunity to reach your target audience quickly and effectively.

Measurable – our job site teams can help you to measure and manage your recruitment campaigns. We can provide information on impressions, click-throughs, job views, contact detail views, or applications.

Targeted – hairdressers thrive on creativity, inspiration and image. HJi's online image gallery showcases over 60 years of great hair. Users are able to use the image gallery as a source of creative inspiration either while thinking about their next collection, or when working with a specific client. HJi users are also keen to interact with us, sharing their opinion of the burning hair and fashion issues of the moment via our online blogs.

Adaptable – whether you are looking to drive jobseeker traffic to your website or promote a specific job, we can provide an online creative solution tailored to your needs to ensure your recruitment campaign really works.

Controllable – from identifying your needs, customising the creative solution and providing feedback reports, the HJi.co.uk team will ensure that your campaign receives maximum exposure and works hard for you.

Reasons to recruit choose HJi.co.uk/jobs:

HJi.co.uk is the new portal for UK professional hairdressers. Backed by the publishing legacy and reputation of leading industry trade publication Hairdressers Journal International, the website is building a large community of users.

HJi.co.uk boasts the highest quality hairdressing recruitment section in the UK. And is the only hairdressing community site to offer qualified, live vacancies from UK employers.

HJi.co.uk/jobs attracts 7,335* visits every month, creating over 49,000* page views.

**To book your recruitment advertising now call
020 8652 8330 or email recruitment.services@rbi.co.uk**

*Source: Hitbox Analytics July 2008



Leaderboard / Banner

Features

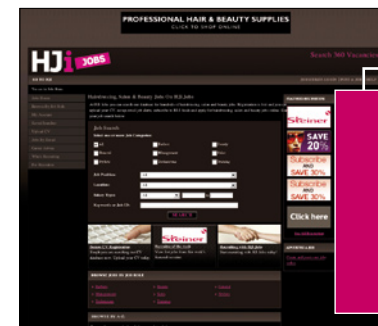
- Appears at the top of the page within site frame set

Why use this service?

- Used to communicate brand values and/or direct an employer to a website
- Good for traffic driving, especially to specific part of website (i.e. jobs)

Specifications

- Banner: 468 x 60 pixels
- Leaderboard: 728 x 90 pixels
- Gif, jpeg, SWF or rich media
- Max 15k file size
- Can be animated



Skyscraper

Features

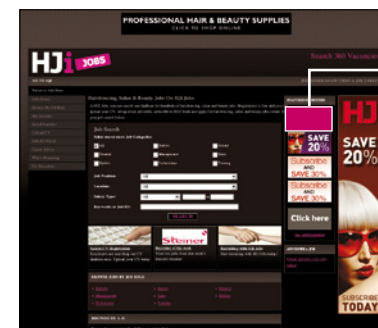
- Larger advertising slot, runs down the right-hand side of the page

Why use this service?

- Their size and proximity make them the highest profile position on the page
- Good for brand values
- Good for traffic driving, especially to specific part of website (i.e. jobs)

Specifications

- 120 x 600 pixels
- Gif, jpeg, SWF or rich media
- Max 30k file size
- Can be animated



Home page button

Features

- Key positions on jobs home page
- Appear on the right-hand side of the page

Why use this service?

- Good response levels to specific messages
- Good for traffic driving, especially to specific part of website i.e. jobs
- High profile position

Specifications

- 120 x 60 pixels
- Gif or text
- Max 5k file size
- Recommend a border around the logo and no job title on the button

27%
more views &
4x MORE
applications than
a normal job posting*

*Source: RBI Recruitment Media jobsite stats May 2008



Associated job category button

Features

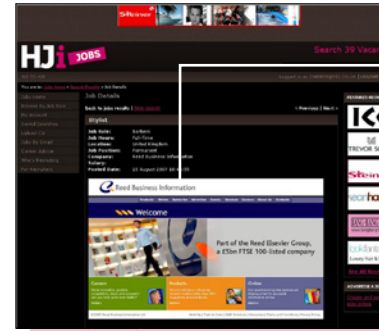
- Available on specific search pages
- Appear on the right-hand side of the page

Why use this service?

- Good response levels to specific messages
- Can target specific job categories to reach only the most relevant jobseekers

Specifications

- 120 x 60 pixels
- Gif or text
- Max 5k file size
- Recommend a border around the logo and no job title on the button



Online job graphics

Features

- The job detail will show a graphics file
- This will look like an online advertisement instead of just text

Why use this service?

- Brings colour and impact to your online advertising
- Builds employer brand
- Allows better integration with your recruitment campaign

Specifications

- Max 100k file size
- Max width 600 pixels



Featured job

Features

- Jobs highlighted in a returned search

Why use this service?

- Ensures a job stands out and gets noticed by jobseekers

Specifications

- Featured jobs are available on request



Employer profile

Features

- Logo in "Who recruiting" section, link through to all jobs on the site for that recruiter. The "employer profile" page link is at the top of this page.
- Also linked from recruiters listed in "Browse by A-Z" page
- A html page hosting unlimited text, links to own website and jobs listed on our site
- "Enhanced employer profile" features images, video and RSS feeds

Why use this service?

- Higher profile on the site
- Html page to sell your employer brand
- Informative insight about your company can help a jobseekers decision to apply

Specifications

- Gif, jpeg, png or SWF file. Max 100k file size
- Max width: 600 pixels for images and video (only applicable for "Enhanced employer profiles")



Recruiter of the week

Features

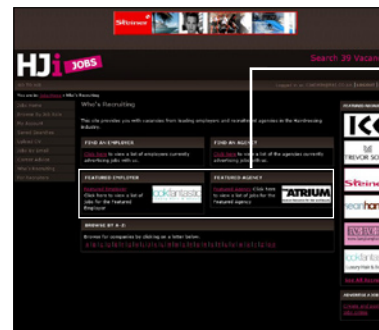
- A logo and brief description on jobs homepage
- Link through to recruiters jobs

Why use this service?

- Bypasses the search engine
- High profile position for recruiters
- High volume click-through rates, increasing the number of viewings for your jobs

Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



Featured agency/employer

Features

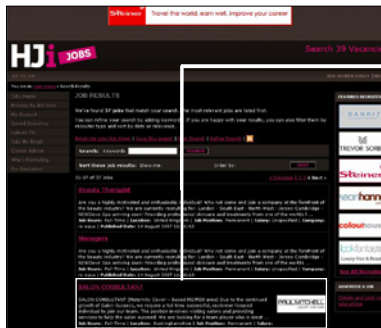
- A logo and brief description on 'who's recruiting' page
- Link through to recruiters' jobs

Why use this service?

- Bypasses the search engine
- A high profile position for recruiters
- High volume click-through rates, increasing the number of viewings for jobs

Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



Jobs with logos

Features

- Jobs with a logo

Why use this service?

- Builds employer brand and makes job stand out

Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size