

THE Recruitment classifications

Our recruitment advertisements are organised under the following six classifications:

- 1. Senior Management and Heads of Department**
Vice-Chancellors
Pro Vice-Chancellors
Principals
Directors
Registrars
Deans
Heads of Department
Other
- 2. Professors, Readers, Principal and Senior Lecturers**
Professors
Assistant Professors
Associate Professors
Readers
Chairs
Principal Lecturers
Senior Lecturers
- 3. Lecturers, Fellows, Tutors and Researchers**
Lecturers
Fellows
Tutors
Researchers
Fellowships
Studentships
- 4. Academic Related**
Librarians
Technicians
Administration
Other
- 5. General Appointments**
- 6. Classified**

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The place to reach higher education professionals Recruitment advertising rates 2009

The voice of higher education

Times Higher Education is the only publication dedicated solely to the higher education community. It has been at the heart of the UK's higher education sector for more than 36 years and during this time it has built a solid reputation as the UK's most authoritative and trusted source of information about higher education.

Containing News and Comments, Features, Books, People and Research, **THE** is the definitive information resource for every professional working within the sector.

Recruitment with **THE**

THE Appointments offers an unrivalled selection of jobs to a highly targeted readership. Since the publication was relaunched in January 2008, readership and subscriber numbers have increased by 34%, earning **THE** an ACE¹ Gold Press Award for outstanding circulation effectiveness.

THE's total circulation is 28,275² with an estimated readership of almost 60,000³

- 90% of readers are university staff
- Over 80% of readers rate **THE** as very/quite important to them
- 71% of readers turn to **THE** when looking for a job
- 47% of our readers have responsibility for recruitment
- 52% of those believe **THE** is the most effective publication for recruiting staff⁴

THE website www.timeshighereducation.co.uk was also relaunched at the same time and visits to the site as well as unique users have since increased by over 150%⁵

- 2,650,000 visitors in 2008
- 445,000 visitors on average per month⁶
- Over 6,500 email job alerts sent out every week
- Wide international reach – 50% of visitors from overseas⁷



¹Association of Circulation Executives

²ABC Jan–Dec 2008

³Based on industry average of 2.12 readers per copy circulated

⁴Source: Reiman O'Donnell **THE** readership survey, 2009

⁵Source: Nedstat 2008–09, average year-on-year growth

⁶Source: Nedstat 2008–09, average monthly visitors Oct 08–Mar 09

⁷Source: Nedstat, international visitors 27 Feb–5 Mar 2009 – majority from US, Canada and Australia



Online-only packages

THE's online packages now offer even better value with absolutely no extra charges, and for the first time you can now choose to advertise online only.

Bronze (standard online listing) £400

- Listing on THE website for 4 weeks
- Branded with logo in the advert and on the search results
- Information about the vacancy and institution in search results
- Full information included within the advert



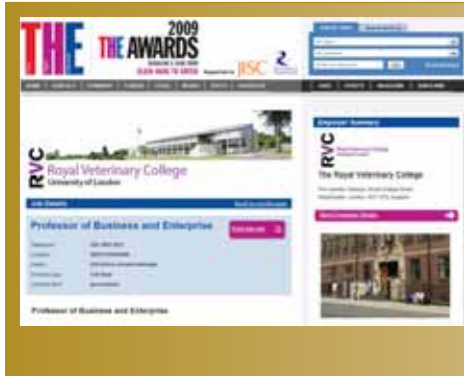
Silver £900

- Listed above the bronze ads in the search results
- Branded with logo in the advert and on the search results
- Option to add extra information about the employer
- Option to add attachments, eg the job application form
- Appear as featured job on email job alerts to jobseekers



Gold £1,150

- Listed at the top of the search results – seen first by jobseekers
- Branded with logo in the advert and on the search results
- Logo appears on the jobs homepage for extra visibility
- Branded advert with bespoke header, footer and background
- Option to add extra information about the vacancy and employer
- Option to upload a picture
- Add attachments, eg the job application form
- Appear as featured job on email job alerts to jobseekers



Gold jobs increase exposure by 65% compared with Bronze!

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Combined print and online package

If you want to take full advantage of the strength of the THE magazine brand, you can combine your advertising with a print and online campaign, for maximum exposure to the best candidates in the market.

Magazine and website

SCC rate

£42.50 Mono (reduced from £50)

+ £400 for standard online job listing

£47.50 Colour (reduced from £55)

+ £400 for standard online job listing

Front page of Appointments section

£5,100 Mono

+ £400 for basic online listing

£5,600 Colour

+ £400 for basic online listing

Enhanced online options

You can then choose to increase your exposure by upgrading your basic online listing by adding:

Silver online upgrade +£500

Or

Gold online upgrade +£750

Multiple vacancies/composites

(not available for online-only packages)

Print element + £400 online listing

+ £200 composite surcharge (to cover cost of multiple job uploads)

+ any online upgrades @ £500 per silver and £750 per gold

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Rates

THE has changed the way its recruitment advertising works. Listening to feedback from advertisers, THE now offers far more choice and flexibility, and an improved range of online packages to gain the best return on advertising investment.

You can now choose whether you want to advertise your vacancies using a combination of the magazine AND online, or online only.

THE gives you more online – with no extra costs

	THE	Guardian	Jobs.ac.uk
£400			
● Listed online for 4 weeks	✓	✗	✓
● Branded with logo in the advert and on search listing	✓	✗	✗
● Information about the vacancy and institution in search results	✓	✗	✗
£900			
● All of the above	✓	✗	✗
● Listed second highest in search results	✓	✗	✗
● Option to add extra information about the employer	✓	✗	✗
● Option to add attachments, eg application form	✓	✗	✗
● Featured on email job alerts to jobseekers	✓	✗	✓
£1,150			
● All of the above	✓	✗	✗
● Appear at the top of the search listings	✓	✗	✗
● Logo appears on the jobs homepage for extra visibility	✓	✗	✓
● Logo appears on the main homepage as featured employer	✓	✗	✓
● Branded advert with bespoke header, footer and background	✓	✗	✗
● Option to add a picture	✓	✗	✗

In print and online you get more too!

For £7,800

with THE you get...

A GOLD online ad

Full-page colour print ad

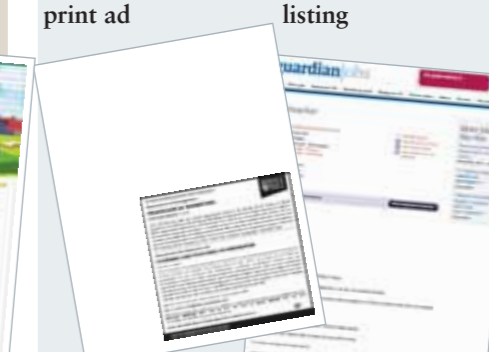


On website for four weeks
Top of search listings
Featured on job alerts
Branded ad with attachments and pictures

and with The Guardian you get...

Smaller mono print ad

A premium web listing



On website for one week
Job alert sponsorship

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Magazine publication day

Weekly, every Thursday

Booking deadline

Monday, 10am the week of publication

Quickcut/PDF copy deadline

Tuesday, 10am the week of publication date for adverts supplied via Quickcut or as high-res PDF

Cancellations

By email or fax by Monday 12 noon for adverts due to be published the Thursday of that week

Type area

Front page of Appointments section 20cm x 5 columns
Other pages 28cm x 5 columns

Column widths

1 column 40mm (28cm long)
2 columns 83mm
3 columns 126mm
4 columns 169mm
5 columns 212mm

Print process

Heat-set web offset

Digital artwork delivery

Quickcut artwork delivery system is the preferred method of receiving both mono and colour digital copy and allows you to retain best control over your advert. Artwork can also be sent via email as high-res PDF

Fonts

Mono – all fonts must be Postscript Type 1 and embedded within the file or they will be reformatted using TSL licensed fonts

Colour

CMYK only. No RGB. No Pantone

General

PDF files must be press optimised, max Acrobat 5, PDF version 1.4, min Acrobat 3, PDF version 1.2
Single advert per PDF file
All copy to be supplied as size booked
Max process ink weight 310%
Screen ruling 150 lpi
Image resolution 300 dpi