

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, Researchers and Studentships**
Lecturers
Fellows
Tutors
Researchers
Fellowships
Studentships
- 4. Academic Related**
Librarians
Technicians
Administration
Other
- 5. General Appointments**
- 6. Classified**

Contacts

Roberto Mastrorilli
Advertising manager
T: +44 (0)20 3194 3372
E: roberto.mastrorilli@tsleducation.com

Philip Marston
Key account manager
T: +44 (0)20 3194 3180
E: philip.marston@tsleducation.com

Derek Moseley
Key account manager
T: +44 (0)20 3194 3330
E: derek.moseley@tsleducation.com

TSL Education Ltd
26 Red Lion Square
London WC1R 4HQ
www.timeshighereducation.co.uk

General enquiries 020 3194 3399 Recruitment@timeshighereducation.co.uk

Specifications

Magazine publication day
Weekly, every Thursday

Booking deadline
Monday, 10am the week of publication
PDF/ Quickcut copy deadline
Tuesday, 10am the week of publication date for adverts supplied as high-res PDF or via Quickcut
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
PDF is the preferred method of receiving both mono and colour digital artwork and allows you to retain best control over your advert. Artwork can also be sent via Quickcut artwork delivery system

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

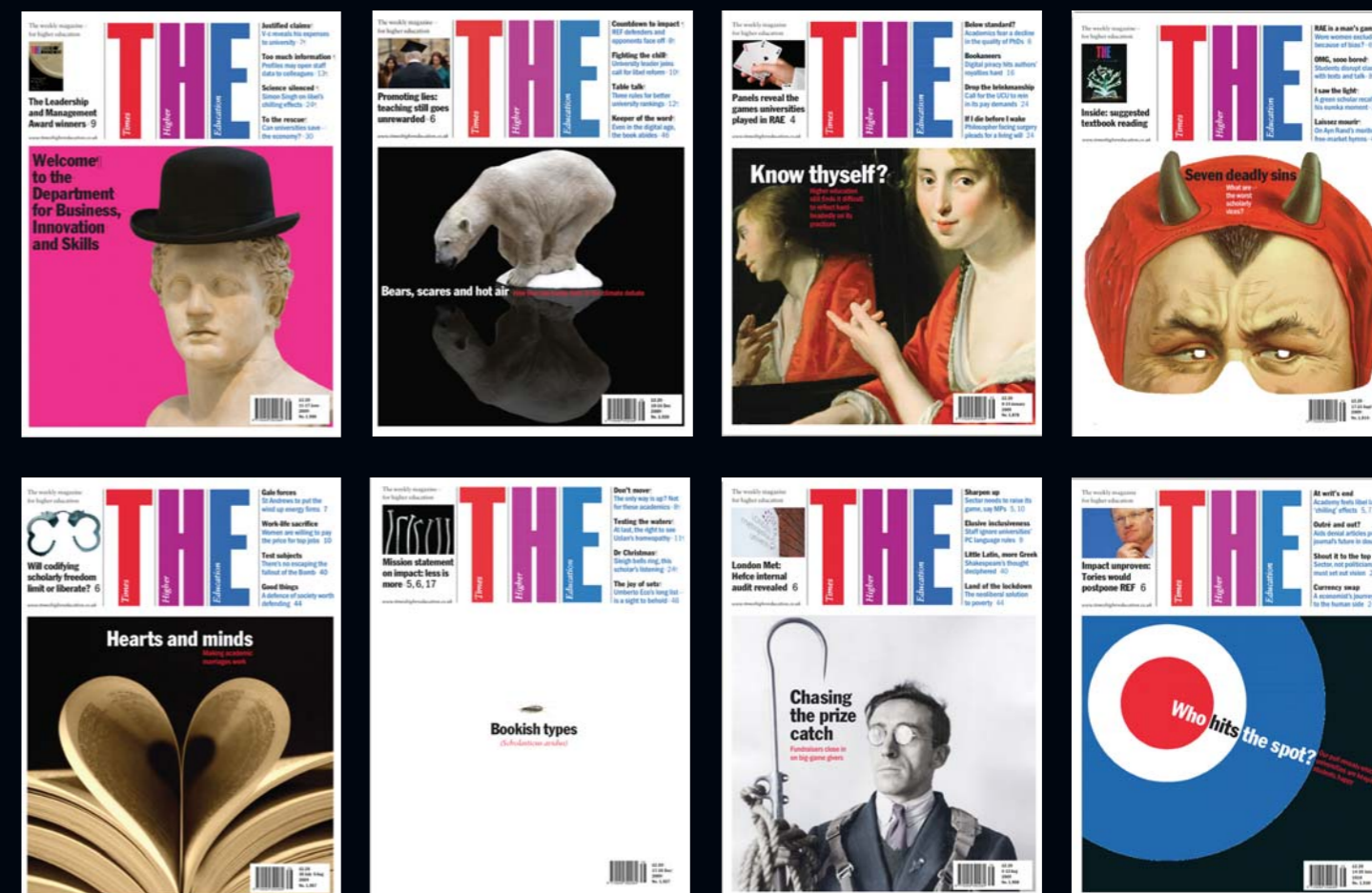
General
PDF files must be press optimised, max Acrobat 5, PDF version 1.4, min Acrobat 3, PDF version 1.2
Single advert per PDF file
All copy to be supplied as size booked
Max process ink weight 310%
Screen ruling 150 lpi
Image resolution 300 dpi

Online specification
Header & Footer
575 pixels wide x 175 pixels high
Logo
150 pixels wide x 75 pixels high
Background
570 pixels wide x any (600 H)
Gallery Image
280 pixels wide x 182 pixels high (1 image only)
Awards
110 pixels wide x 70 pixels high

THE RECRUITMENT ADVERTISING RATES

THE PLACE TO REACH HIGHER EDUCATION PROFESSIONALS

SEPTEMBER 2010 – AUGUST 2011



"For most senior HE appointments and for Professorial appointments the Times Higher Education is the main advertising channel we would advise our clients to use. A well designed, well positioned advertisement in THE will help to market not just the role but the institution itself."

- Imogen Wilde, Director, Harvey Nash



THE magazine is the UK's most authoritative and trusted source of information and comment on the world of higher education. Every week, we deliver breaking news, expert analysis, lively debate and an unrivalled selection of jobs to a highly targeted readership.

www.timeshighereducation.co.uk is firmly established as one of the world's leading destinations for the higher education community who come together to discuss our news, comment, analysis, book reviews and to search our job vacancy pages.

Our annual **World University Rankings** are highly influential – used by governments and university heads to set policy, as well as by research teams, individual academics and students.

Why do jobseekers come to **THE** first?

- It is the **ONLY** information resource solely dedicated to the higher education sector.
- **THE** brand has been built up over almost 40 years and is a trusted source of high quality information, analysis and opinion.
- It is the quality and quantity of news, views and jobs that drives jobseekers to the magazine and website.

Why advertise your vacancies with us?

- 85,000 print readers¹
- 90 per cent of those are university staff
- Over 455,000 online visitors per month²
- Over 1.2 million page views every month²
- Over 5,500 job alerts sent out every week
- We reach a global audience – nearly 50 per cent of our online audience is from overseas²
- 71 per cent of higher education professionals look at **THE** if they are looking for a new job
- Advertising in **THE** puts your vacancy in front of a much higher number of qualified candidates, which means that you will get the highest quality applications every time
- Our platforms ensure you reach the widest audience of active AND passive jobseekers
- We are cost-effective with online and offline solutions to meet your every need.

THE Executive Focus

THE Executive Focus is the new high-profile recruitment section specifically for your prestigious roles. Located within the first half of the magazine, **THE** Executive Focus offers the unique opportunity to put your executive vacancies in the spotlight and in front of senior, experienced candidates.

Sources:

¹ Fusion Communications THE reader survey 2010, based on average of 4 readers per copy

² Omniture Analytics Jul 09-June 10

Print and online packages

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

Print and online

Colour - £55 per single column centimetre + £400 for standard online bronze listing
Mono - £50 per single column centimetre + £400 for standard online bronze listing

Front page of Appointments

Colour £6,600 + £400 for standard online bronze listing
Mono £6,100 + £400 for standard online bronze listing

Executive Focus

First page (20 x 5 columns) (colour only) and Gold online £8,400
 Full page (colour only) and Gold online £9,720
 Half page (colour only) and Silver online £5,100

Online upgrade

You can choose to increase your online exposure by upgrading your bronze listing to:
 Gold online upgrade: +£750, Silver online upgrade: +£500

Online

Choose your online package to enhance your print advertisement or place your advert online only. All online vacancies are listed for at least four weeks (or until the closing date) ensuring your advert is visible to our monthly traffic of over 455,000 unique users.

Gold

Includes all elements of Silver and Bronze plus:

- Listed at the top of the search results – seen first by jobseekers
- Logo appears on the jobs homepage for extra visibility
- Branded advert with bespoke header, footer and background
- Option to upload a picture
- Online only cost: £1,150

Gold adverts are seen 3.5 times more than Bronze adverts*

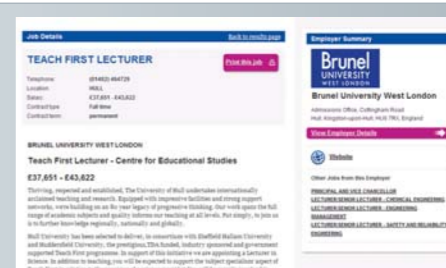


Silver

Includes all elements of Bronze plus:

- Listed above the bronze ads in 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 job seekers
- Online only cost: £900

Silver adverts are seen twice as many times as Bronze adverts*



Bronze

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
 Online only cost: £400

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