

If you are looking for enhanced branding, CWJobs offers a variety of display media options in the form of banners and buttons to suit your recruitment campaign, helping you promote your brand and increase the number of candidates applying for your vacancies.

## RUN OF SITE BANNERS

If your IT vacancies cross a number of job roles, sectors or skills then place a run of site banner.

Run of site banners appear on rotation across the search results pages and are perfect for achieving high brand exposure to a wide audience of jobseekers.

Appearing in the top right hand corner of the page, they are highly visible and link candidates directly to your job vacancies on CWJobs or to your site.

We can also provide monthly reports detailing impressions and click through rates for your run of site banners.

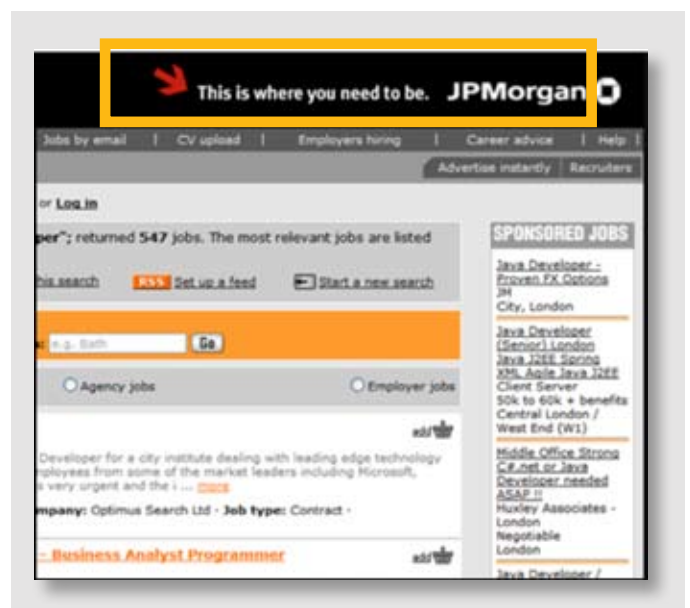
## KEYWORD BANNERS

If your IT vacancies are specialised, then consider a keyword sponsored banner. Sponsor a relevant keyword and your banners will be served on search results pages when your nominated keyword is used to search for jobs.

Keyword sponsored banners work the same way that run of site banners do, in that when they are clicked on the jobseeker will be linked straight to your jobs on CWJobs or to your site and are an excellent way to associate your company with a specific skill, job role or location.

You will also enjoy exclusivity of your nominated keyword for up to a month, and will receive a report at the end of the month detailing impressions and click throughs.

## EXAMPLE



## BANNER SPECIFICATIONS

**Run of site and keyword banners:** 468x60 pixels to a max file size of 12kb in either gif or flash formats

**Expandable banners:** Standard view as above, and when expanded 468x450 pixels to a max file size of 60kb in either gif or flash formats

**Skyscrapers:** 468x600 pixels to a max file size of 15kb in either gif or flash formats

**Home page buttons:** 124x44 pixels to a max file size of 5k in gif format

Banners can either be static or rotate a maximum of 3 times providing it stays within the maximum file size.

## EXPANDABLE BANNERS



Expandable banners are standard sized banners which expand to a larger size when a candidate hovers over it.

There are high impact and visually striking banners which allow you to get more of your message across to those candidates who are interested in your company.

Expandable banners can be run of site or keyword sponsored.

## SKYSCRAPERS



Skyscrapers have only recently been made available on CWJobs and work in the same way that run of site and keyword sponsored banners do, but appear down the right hand side of the page instead of across the top.

More prominent and larger than run of site and keyword banners, these can also be linked with these top banners to create a 'companion banner' where the creative can be linked from one banner into the other.

## HOME PAGE BUTTONS



Situated on the right hand side of the website home page, buttons capture the attention of the jobseekers as soon as they arrive.

Only 6 buttons are allowed on the site at any one time which gives your company maximum brand exposure.

Buttons can be linked to your vacancies on CWJobs which will drive applications or can be linked to your site.