



# Countryside Jobs Service

The Original, the Biggest and the Best in the field

*The Countryside Specialist*

## ADVERTISING RATES FOR TRAINING – VALID 1/1/12 – 30/6/12

### WEBSITE ADVERTISING: CJS Training Directory

Always freely available - updated weekly

Countryside-jobs.com has an average of 3.5m hits per month

### Free Options:

**Short Courses & Events:** basic details and a 50 word description. Stays online until the week of the event.

**Training Providers and Long Courses:** 50 word lineage advert.

### Paid Options:

**Linage** 100 words, including 50 free, £20. Additional words 35p each

**Logo** £40 each - add to any listing, including free

**Full Display Adverts: Regular sizes** (h x w, mm)

size	dimensions	cost
1/4	120 x 80	£120
1/2	120 x 170	£240
Full Page	250 x 170	£480

**Other sizes are accepted**, please ask for a quote.

All adverts are online for three months (or until the event whichever is sooner), longer runs by arrangement.

**BONUS:** All adverts in CJS Training Directory have free hyperlinks. Details of new adverts on the home page of the website.

**Short Courses and Events:** Full details are included in the monthly training calendar included in CJS Weekly and Monthly two months prior to start date.

**Providers and Long Courses:** All new, upgraded and all paid adverts receive a brief mention in CJS Monthly.

**Deadlines:** None, website is updated weekly.

### Online Discounts:

- Advertise for one year and get 25% off
- Advertise for six months and get 12.5% off

### PRESS ADVERTISING: RATES

**Plain Linage** 300 words maximum £80

**Linage + Logo**

200 words plus one mono logo £95

**Full Display Adverts** (h x w, mm)

size	dimensions	mono cost	CJS Weekly		CJS Monthly mono or colour
			full colour cost	mix & match *	
1/4	120 x 80	£125	£200	£155	£135
1/2	120 x 170	£250	£400	£315	£265
Full Page	250 x 170	£500	£800	£625	£530

\* mix & match options. Mono advert in the paper copy, colour in the electronic.

### PRESS ADVERTISING: PUBLICATIONS DETAILS

**CJS WEEKLY** – for highly targeted advertising.

**READERSHIP:** c. 8,500 readers including every National Trust site, many RSPB and Wildlife Trust sites, university careers departments but mostly to individuals. ¾ sent electronically.

**DEADLINE:** Space 5pm every Thursday Copy 12 noon every Friday

**PUBLISHED:** every Monday (except Christmas)

**CJS MONTHLY** – for best value and greatest coverage, digital publication

**BONUS:** published online in full with brief details on relevant page of the Training directory for one month.

Edited details of all adverts included in CJS Weekly.

**READERSHIP:** sent as a free digital newspaper to offices and sites of relevant authorities, agencies and major conservation charities. 1,200 copies sent by email. Total readership c.40,000

**DEADLINES:** Space 5pm Monday preceding Copy Before 12noon Tuesday preceding

**PUBLISHED:** second Thursday each month *See website for exact dates or call to ask.*

Please our Terms and Conditions available on our website or by request.

VAT will be added at standard rate.

VAT Reg. No. 892908279.

Tel: 01947 896007

Fax: 01947 896474

Email: ranger@countryside-jobs.com

Countryside Jobs Service, The Moorlands, Goathland, Whitby, N. Yorks YO22 5LZ