

TEFL.com Recruitment Advertising

HIGH VISIBILITY

TEFL.com provides recruiters with highly targeted, bold and effective display advertising. Your recruitment advertisement will include your corporate logo (within the the TEFL.com homepage, search results listing and your job advertisement). You can also include up to three photographs or graphics within your job post. All advertising is shared to multiple social media and fully search-engine optimised. Our recruitment packages begin at just £37.00 (US\$47.00/41.17€) for a 4-week advertisement.

PRIME POSITION

We offer a choice of update packages.. monthly, weekly, twice weekly and daily. At each update, your recruitment advert is elevated to the top of our search results listing as well as appearing within our homepage and daily and weekly newsletters. Your ads are shared to our 16,000+ followers on Facebook, Twitter and Google+ social media accounts. For more information on the packages we offer, check out our Recruitment FAQ at https://www.tefl.com/recruiter/recruitment_faq.html.

DISCOUNTED MULTIPLE JOB POSTINGS

Save money on your advertising by ordering multiple additional job credits with generous discounts!

FRESH RESUMES

The TEFL.com resume database contains upwards of 183,000 resumes. To ensure recruiters can quickly search for job-seekers actively seeking a position, we provide free access to view activated resumes (contact details redacted) and are GDPR compliant. To ensure resumes are current, only job-seekers actively seeking a new position are searchable. Recruiters may order ResumeView credits to view the contact details of job-seekers within our database. More information below.

Applicant Pre-Screen Filter

The Benefits of Pre-Screening:

Automated Pre-Screening ensures you only receive applications from candidates who meet the criteria as set out in your advertisement

- Specific focus on the most qualified candidates as quickly as possible. The pre-screening process should answer the basic question "does this individual meet the minimum requirements of my position?"

Find out more about Application Pre-Screen at <https://tefl.com/recruiter/psi.html>.

Resume Database Search

We offer registered recruiters free access to our Resume Search engine at <https://www.tefl.com/recruiter/resume/>. To maintain job seeker privacy, all member contact details (name, address, phone, email address, etc.) are suppressed. In this 'Edited' mode, resume contact and other personal data is removed when undertaking a free search. If the recruiter requires access to the job seeker contact and personal data, an administration fee (ResumeView credit) is required in order to record access to the data. This complies with our privacy policy. All accesses to the resume database are recorded and name of recruiter and date of access is registered within the job-seeker account.

JobAlert

EMAIL Your Job VACANCY INSTANTLY to Job-seekers

Using JobALERT your recruitment advertisement is emailed instantly to members who have indicated a preference to employment in your country. The JobALERT fee is only £0.01 (US\$0.012/0.011Euro) per email sent. SPECIAL OFFER currently on this service - please see details in your TEFL.com account.

Banner Advertising

Please request our Media Pack for banner advertising options.

What your advertising includes...

- Application Admin Manager with Automated Candidate Acknowledgement and prioritising management
- Unique update frequency facility. Your advert repositioned to top of search results listing daily, twice weekly or weekly throughout the advertising period (dependent on package ordered).
- Recruitment packages duration from 4 - 52 weeks.
- Link to your advert included at TEFL.com homepage, search results listing & within our newsletters (dependent on package).
- Link/s to your advert included in our interactive world map.
- Display of your clickable logo throughout the site (subject to package).
- Choice of application methods: InstApply, Attachment or Direct Link (to your own application form on your website).
- Unlimited wordage.
- Edit/amend/suspend/remove your advertisement via your account page
- Re-post live advert at discounted rate
- Include up to 3 large photographs within your advertisement.
- View, hide and shortlist applicants. - Full integration for sharing to Social Media

- Your advert shared to our Facebook, Twitter, Google+, Linked-In, Instagram & Pinterest accounts.
- Customise your homepage photo (addon feature).
- Applications Counter (real-time statistics as to how many job applications your advertisement has generated).
- Views Counter (real-time statistics as to how many visitors have viewed your advert).
- Receive job application notifications by email.
- Receive applications at up to 3 email addresses.
- Inclusion of link to your website within your advertisement.
- Hide postal address & telephone contact information in your advert (if required).
- Bold, display link to your advertisement in our daily and weekly ELT JobLink newsletters (frequency subject to package selected).
- Administer past orders & download invoices.
- Order discounted multi-job credits without need to post advertisement.
- Your previous adverts archived within your account.
- System ticketing and email support.

ADVERTISING RATES

RECRUITMENT ADVERTISEMENT - 4 WEEKS DURATION	*Sterling	US Dollars	Euros
Monthly update	£37.00	\$47.00	41.17 €
Weekly update	£42.85	\$54.00	47.68 €
Twice weekly update	£93.73	\$119.00	104.28 €
Daily update (free Premium logo)	£174.49	\$221.00	194.13 €

RECRUITMENT ADVERTISEMENT - 8 WEEKS DURATION			
Monthly update	£45.00	\$57.00	50.07 €
Weekly update	£80.34	\$102.00	89.39 €
Twice weekly update	£162.69	\$206.00	181.00 €
Daily update (free Premium logo)	£237.93	\$301.00	264.72 €

RECRUITMENT ADVERTISEMENT - 16 WEEKS DURATION			
Monthly update	£73.96	\$94.00	82.30 €
Weekly update	£144.61	\$183.00	160.90 €
Twice weekly update	£260.00	\$329.00	289.29 €
Daily update (free Premium logo)	£285.51	\$361.00	317.71 €

RECRUITMENT ADVERTISEMENT - 32 WEEKS DURATION			
Monthly update	£138.69	\$175.00	154.34 €
Weekly update	£235.66	\$298.00	262.24 €
Twice weekly update	£297.26	\$376.00	330.79 €
Daily update (free Premium logo)	£317.24	\$401.00	353.03 €

RECRUITMENT ADVERTISEMENT - 52 WEEKS DURATION			
Monthly update	£210.34	\$266.00	234.12 €
Weekly update	£261.10	\$330.00	290.62 €
Twice weekly update	£324.00	\$410.00	360.62 €
Daily update (free Premium logo)	£371.17	\$469.00	413.17 €

Rates are UK pounds Sterling. Euro and US Dollar rates are approximate and for information purposes only.

- All daily updated adverts include FREE Premium logo.

Advertisement Updates Explained

We offer all our advertisers maximum exposure for their recruitment advertisements via our unique Update system. At each update, your advertisement...

1. Jumps to the top of search results and appears within the TEFL.com homepage.
2. Appears within our homepage for 48 hours.
3. Appears within our daily newsletter for 2 issues.
4. Appears within our weekly newsletter. (See above for social media sharing).

e.g. if ordering a Daily updated, recruitment advert, your advert would appear at homepage every day as well as in each issue of our daily and weekly newsletters. Your advert would also jump to top of search results every 24 hours. If ordered weekly update, your ad. would be updated once every 7 days.

SUMMER JOB ADVERTISERS

Summer Teach Fortnightly Newsletter

Introduced for 2019, our Summer Teach newsletter is emailed to 15,000 opt-in subscribers every two weeks (January - September) and is available for download from our website. All summer recruitment advertisers receive a free advert in the first available issue following the posting of their ad to TEFL.com. Recruiters can however order additional packages of multiple ads to appear in future issues of Summer Teach as detailed below. A sample issue can be viewed at <https://www.tefl.com/s/2462>.



Summer Teach Newsletter Advertising Packages



Full-width advert approx. 600x250 pixels (top position)

+ 1 additional advert - approx. 210x240 pixels.

- 2 newsletter issues (consecutive)

600x250 advert includes:

- Your logo + one additional image
- Maximum wordage: 50 words/200 characters
- Click button (if required)

210x240 advert includes:

- Your logo
- Job title (as per your advert)
- Location
- Recruiter name

£90.00

Full-width advert approx. 600x250 pixels (middle position)

+ 1 additional advert - approx. 210x240 pixels.

- 2 newsletter issues (consecutive)

600x250 advert includes:

- Your logo + one additional image
- Maximum wordage: 50 words/200 characters
- Click button (if required)

210x240 advert includes:

- Your logo
- Job title (as per your advert)
- Location
- Recruiter name

£80.00

Full-width advert approx. 600x250 pixels (lower position)

+ 1 additional advert - approx. 210x240 pixels.

- 2 newsletter issues (consecutive)

600x250 advert includes:

- Your logo + one additional image
- Maximum wordage: 50 words/200 characters
- Click button (if required)

210x240 advert includes:

- Your logo
- Job title (as per your advert)
- Location
- Recruiter name

£70.00

Please contact us for availability.

DISCOUNTS

Discount Rates for Multiple Job Postings

Postings	Discount
2	10%
3	11%
4	12%
5	13%
6	14%
7	15%
8	16%
9	17%
10+	20%

Applicant Pre-Screen

Duration (wks)	Sterling	US Dollars	Euros
4	£24.20	\$30.59	26.94 €
8	£43.57	\$55.08	48.50 €
16	£50.83	\$64.26	56.58 €
32	£58.10	\$73.45	64.68 €
52	£60.50	\$76.50	67.35 €

ResumeView Credits

Quantity Credits	Sterling	US Dollars	Euros
2	£6.44	\$8.15	7.17 €
5	£15.24	\$19.27	16.96 €
10	£28.27	\$35.74	31.46 €
20	£52.00	\$65.73	57.87 €
50	£120.46	\$152.26	134.05 €

Custom Homepage Photo

£10.00 / US\$12.64 / 11.13€

More information on ResumeView credits is available at <https://www.tefl.com/recruiter/resume/rv-credits-explained.html>

VAT will be added at the prevailing rate for applicable EU orders.

Our rates are UK pounds Sterling. Euro and US Dollar rates are for information purposes only.

All advertising at TEFL.com is subject to our Terms and Conditions at <http://tefl.com/about-us/terms-and-conditions.html>.

E&EO. TEFL Professional Network Ltd. 2019.