



## UniJobs – Who We Are

### Australia’s University Job Website.

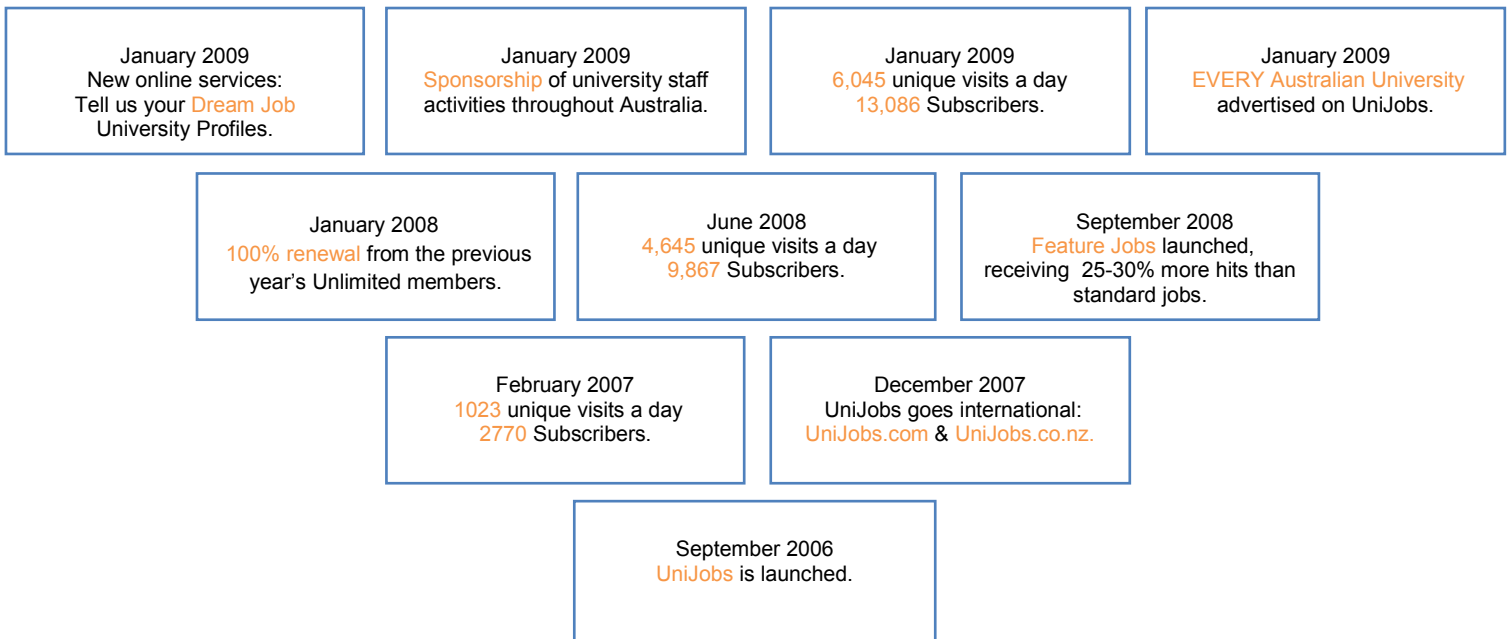
UniJobs aim is to provide access to all academic and non academic positions from each Australian university to job seekers in the higher education division.

With over 6,000 hits a day, UniJobs reputation as a central hub for university jobs is ever increasing.

More than 30 universities have chosen to hold contracts for unlimited advertising in 2009

With all 39 Australian universities having utilised UniJobs for advertising their vacancies in last year, UniJobs has reached a strong position within the higher education sector.

## Building a strong future



## Why Advertise With UniJobs?

UniJobs has experienced a solid period of success and expansion.

In 26 months of trading, our unique visitors have increased from an average of 253 to 6,045 potential employees per day. Over this same period our weekly subscriber emails have jumped from 432 to 13,086; all waiting to receive your next job opportunity.

## What We Offer

- A personalised service
- Affordable advertising solutions
- A targeted service to job seekers in higher education
- Administration and technical support for unlimited advertisers
- Multiple advertising options to broaden university branding and marketing

## Getting the Word Out

Our message is strong and consistent – UniJobs is Australia's University Job Website.

In 2009, UniJobs will continue its national campaign to push our brand into the forefront of the Higher Education audience.

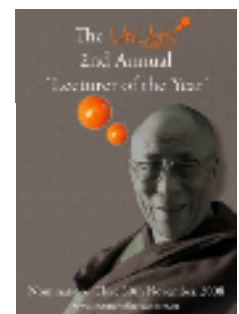
UniJobs will remain visible around campuses and continue to have a presence in media on both a print and viral level. We make sure that our job seekers are constantly updated with your new jobs through direct marketing initiatives including promotional mail outs and 'Job of the Week' emails to a database of over 2000.

Current marketing initiatives include:

- Strategic online marketing with:
  - Google
  - Australian University sites
  - UniJobs referral sites e.g. [www.AcademicJobs.com.au](http://www.AcademicJobs.com.au) and [www.UniversityJobs.com.au](http://www.UniversityJobs.com.au)
- On campus sponsorship and merchandising
- Funding the Industry Award Initiative 'Lecturer of the Year'
- Weekly subscriber emails that can be ordered by profession and viewed by location
- Build relations with Post Graduates in Education on a national level to promote a Higher Education career.

Future marketing initiatives:

- UniJobs Achievement of Excellence Award
- Broadening our marketing campaign to include radio and TV



## How to Advertise Your Jobs

### *Unlimited Advertising - \$ 8000.00 per annum.*

If you advertise more than 3 positions a month, our Unlimited Advertising Package will be the perfect complement to your busy 12 month period. Together we will arrange with you the best way to load your jobs to our site. Even if your positions have to be copied over manually, we assure you all formatting will be preserved in keeping with your university branding. Included in the price is a 805 x 100 pixel logo situated above each of your job listings.

### *Individual Faculty - Unlimited Advertising - \$ 4,500.00 per annum.*

If your Faculty advertises more than 2 jobs a month, our Individual Faculty – Unlimited Advertising Package will be the most cost effective option for you. We will work with you to establish the best method to have your jobs posted on Australia's University Job Website.. Included in the price is an 805 x 100 pixel logo situated above each of your job listings.

### *\*Single Advertisements - \$ 180.00 per listing / month*

This is a one-off, simplistic method of reaching your perfect university professional. These ads can be placed online or by email to [sales@unijobs.com.au](mailto:sales@unijobs.com.au). Included in the price is a 300 x 90 pixel logo situated above your position.

\* The listing will be advertised for one month unless your specified closing date is sooner.

## Banner Advertising

The combination of increased traffic and our recent make-over to the website's functionality and aesthetics has made **UniJobs** a prime destination for display and banner advertising. To make life easier, all banners can be changed throughout the campaign, at no extra cost.

Ad Unit	Dimensions	Position	Pages	Casual	3 Month	6 Month	12 Month
Full Banner (1)	960 x 80	Top	All Pages	\$1,950p/m	\$1,750p/m	\$1,400p/m	\$1,100p/m
Base Banner (1)	960 x 80	Gutter	All Pages	\$1,850p/m	\$1,550p/m	\$1,300p/m	\$1,050p/m
Subscriber Email Banner - Full	600 x 100	Top	All emails, weekly subscriber	\$1,550p/m	\$1,450p/m	\$1,350p/m	\$1,200p/m
Subscriber Email Banner - RHS (2)	200 x 300	RHS	All emails, weekly	\$1,100p/m	\$1,000p/m	\$875p/m	\$750p/m
Search Display (1)	230 x 180	Centre	Search Jobs, Links and Resources pages	\$900p/m	\$850p/m	\$770p/m	\$625p/m
Search Display (8)	230 x 117	RHS	Search Jobs, Links and Resources pages	\$700p/m	\$650p/m	\$575p/m	\$475p/m
Home Page Banner (3)	230 x 120	RHS	Home Page	\$1,400p/m	\$1,250p/m	\$1,100p/m	\$950p/m
Conference List (8)	230 x 117	RHS	Conference Page	\$700p/m	\$650p/m	\$575p/m	\$475p/m

\* All prices are excluding GST

\* Dimensions are list Width x Height pixels

\* RHS: right hand side positioning

\* Sky scrapper banners can be booked, enquire for more information

\* Creative is only accepted in JPEG or GIF format (banner creative can be changed throughout campaign at no extra cost)

## Get in Touch

Service Type	Phone Number	Email	Hours of Operation
Advertising Sales	+61 3 9596 0008	<a href="mailto:sales@unijobs.com.au">sales@unijobs.com.au</a>	8:30 am - 5:30pm Mon - Fri EST
Website Support	+61 3 9596 6008	<a href="mailto:support@unijobs.com.au">support@unijobs.com.au</a>	8:30 am - 5:30pm Mon - Fri EST
General	+61 3 9596 6008	<a href="mailto:info@unijobs.com.au">info@unijobs.com.au</a>	8:30 am - 5:30pm Mon - Fri EST