

## **News & Offers**

### **What is it?**

*News & Offers* is a new opportunity for recruitment media to promote their recruitment products and services to a captive audience of whatmedia.co.uk users. We can then tell you exactly how many times media buyers look at your offers AND which companies they are from.

### **How does it Work?**

Post instant messages to your basic listing on [www.whatmedia.co.uk](http://www.whatmedia.co.uk) promoting any relevant *News & Offers* you wish to communicate to our users. Your messages will appear under a separate tab within your existing record.

### **How do I do this?**

We will provide you with passwords to an online content management system which will allow messages to be uploaded directly to the site\*. You will also be able to link text through to a URL and add a PDF or word document containing more information.

*\*Messages will go live within 10 mins after posting (within normal working hours) to allow whatmedia.co.uk to check validity*

### **How long will my messages appear for?**

Each message posted lasts for a maximum of 1 month. You can post up to 5 different messages concurrently. You can do this by selecting the dates within which you would like your messages to appear.

### **How often can I change my messages?**

You can change or amend your messages as many times as you like without incurring any additional cost.

### **How will your users know I have messages posted to my listing?**

A flashing red icon will appear whenever your title is returned from a search indicating that there are *News & Offers* to be viewed. The same icon will appear on your *News & Offers* tab once the user has entered your listing.

### **Are there any other options for my really important news items?**

Yes. An additional service allowing you to upgrade your Standard News Items to a “**leader message**”. This teaser message is displayed on our general *Media News & Offers* message board. This appears on our log in and main search pages and links directly to your record where media buyers can then read your news item in full.

### **When can I start?**

Contact either Matt Webb or Christina Walsh 020 8652 3454/8415 to obtain your passwords and get started.

### **News & Offer Prices**

- **Standard News & Offers Tab** - 1 month = **£45 + VAT** (includes brand advertisement on the front of your record)
- **Leader Message Credit** - 1 month = **£145 + VAT** (**£100 + VAT** if you already have Standard News & Offers)

*The Standard News & Offers tab is free for all existing advertisers*