

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 advertising agency 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 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 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**”. A 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 item 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