

▶ Online accountancy and tax recruitment solutions

A true multimedia, multi-platform portfolio with the brand trust of both advertisers and readers

accountancy

▶ [www.accountancyjobsonline.co.uk](http://www.accountancyjobsonline.co.uk)

**PASS**

▶ [www.passjobsonline.co.uk](http://www.passjobsonline.co.uk)

**taxcareers**

▶ [www.taxcareersonline.co.uk](http://www.taxcareersonline.co.uk)



CCH

a Wolters Kluwer business

# Online finance recruitment solutions

CCH's cutting edge job boards were launched in October 2008 and already receive over 45,000 unique views per month. Our sites offer unrivalled access to the UK's accountancy and tax profession via our market leading journals, magazines and a number of exclusive partnerships.

## ▶ Quantity

Our job boards have the unrivalled marketing support of the largest accountancy and tax magazine portfolio in Europe. No other job board provider has this level of access.

## ▶ Quality

This new service brings together the strengths of the markets' leading accountancy media brands and offers recruiters access to nearly a quarter of a million potential candidates. Our job boards are powered by Madgex, the UK's leading job board software provider, [www.madgex.com](http://www.madgex.com).

## ▶ Exclusivity

We are the official job board provider to Accountingweb, the UK's largest online community of finance professionals. We have unique, 100% marketing access to ICAEW-trained chartered accountants and trainees as well as all qualified and part-qualified members of the CIOT & ATT.

**This elite and extensive platform of jobsites enables advertising campaigns to reach across the entire network of job boards or be defined to target specific audiences**

▶ **Click here for the full CCH portfolio of media opportunity**

The screenshot shows the accountancyjobs.com website. At the top, there are logos for 'accountancy jobs' and 'Integral Search & Selection'. A navigation bar includes 'Home', 'Job Search', 'Upload your CV', 'Jobs by Email', 'Recruiter A-Z', 'Careers Advice', 'Your Account', 'RSS Feeds', and 'Recruiters'. The main content area displays 'Search 541 jobs' and a search bar with a 'Search' button. Below the search bar, there are sections for 'Sector Quick Search' (Commerce & Industry (3), In Practice (4)) and 'Search by Specialism' (Administration - HR (1), Administration - Payroll (8), Banking & Financial Services (16), Business Performance - HR (1), Tax (4), Benefits - Payroll (2), Benefits - Software and Services, Leisure & Tourism (3), Local government (3), Management - HR (2), Management - Payroll (2), Media / Marketing (13), Mergers & Acquisitions - Tax (2), Human Resources - Tax (2)).

## ▶ [www.accountancyjobsonline.co.uk](http://www.accountancyjobsonline.co.uk)

From the publisher of *Accountancy* magazine – the official journal of the ICAEW reaching 100% of all ICAEW-trained Financial Directors and more FDs than the Financial Times.

The screenshot shows the passjobs.com website. At the top, there are logos for 'PASS JOBS' and 'REGISTER 2 WIN WITH PASS MAGAZINE'. A navigation bar includes 'Home', 'Job Search', 'Upload your CV', 'Jobs by Email', 'Recruiter A-Z', 'Careers Advice', 'Your Account', 'RSS Feeds', and 'Recruiters'. The main content area displays 'Search 75 jobs' and a search bar with a 'Search' button. Below the search bar, there are sections for 'Sector Quick Search' (Commerce & Industry (4), In Practice (2)) and 'Search by Specialism' (Administration - HR (1), Administration - Payroll (2), Banking & Financial Services (14), Business Performance - HR (1), Compliance - Tax (1), Construction & Property (5), Corporate Tax - Tax (3), Non-governmental organisations (1), Oil & Gas (1), Personal Tax - Tax (7), Pharmaceuticals (1), Practice, Audit & Assurance - Big 4 (2)).

## ▶ [www.passjobsonline.co.uk](http://www.passjobsonline.co.uk)

From the publisher of *PASS* magazine – the UK's longest established independent journal for part-qualified accountancy trainees.

The screenshot shows the taxcareers.com website. At the top, there are logos for 'taxcareers jobs' and 'HAYS For a wide range of taxation opportunities'. A navigation bar includes 'Home', 'Job Search', 'Upload your CV', 'Jobs by Email', 'Recruiter A-Z', 'Careers Advice', 'Your Account', 'RSS Feeds', and 'Recruiters'. The main content area displays 'Search 316 jobs' and a search bar with a 'Search' button. Below the search bar, there are sections for 'Sector Quick Search' (Commerce & Industry (2), In Practice (1)) and 'Search by Specialism' (Capital Markets / Structured Finance - Tax (1), Capital Taxes - Tax (4), Central government (2), Compliance - Tax (17), Construction & Property (1), Corporate Tax - Tax (14), International Tax - Tax (20), Local government (3), Mergers & Acquisitions - Tax (2), Personal Tax - Tax (16), Non-governmental organisations (1), Practice, Audit & Assurance - Big 4 (2), Personal Tax - Tax (16)).

## ▶ [www.taxcareersonline.co.uk](http://www.taxcareersonline.co.uk)

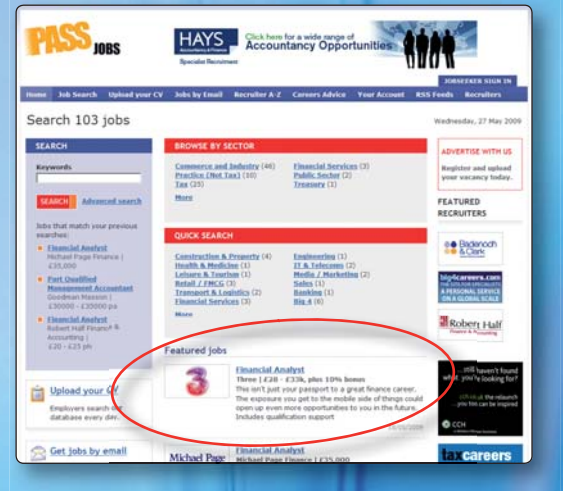
From the publisher of *Tax Careers* – the largest audited circulation of any tax magazine in the UK.

# Manage your recruitment

Set up an account and get a full suite of online recruitment tools. Post vacancies, tailor your own questions to filter candidate response, track subsequent applications, view performance statistics and much more – all at no additional cost.

A text listing is the simplest option available to recruiters. They:

- ▶ Enable companies to utilise our self service module to post jobs through all available channels.
- ▶ Ensure you reach professionals from all of our niche market sectors, on both generic pages and those featuring relevant content, heightening every opportunity to find strong quality and quantity candidates.
- ▶ Are emailed out to all users with saved searches matching your role, by sector, location, keyword.
- ▶ Can be amended in the Recruiter Services section of the site, where you can change details, upload documents and save generic information about your organisation to appear on every job advert.
- ▶ Mean that the strength of our brands and our relationship with Accountingweb offer a unique platform to your brand.



Option	Rate card
<b>Standard Job Listing</b> Includes 4,000 characters, client logo, 4 week posting, email job alert	£430 per job listing
<b>Supreme Job Listing</b> Includes 4,000 characters, client logo, 4 week posting, email job alert, job listing in relevant magazine	£755 per job listing

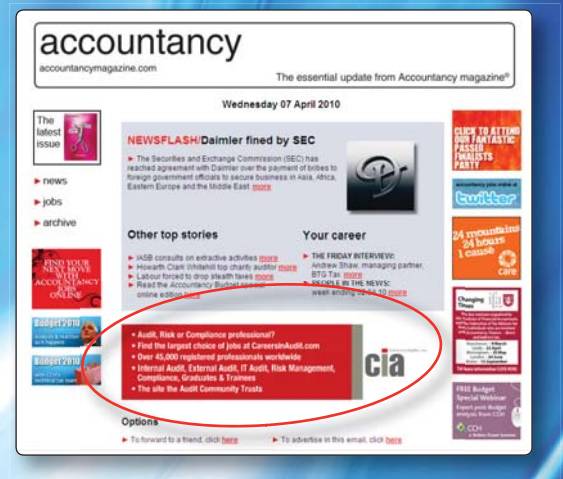
# Digital headhunting

Use our digital headhunting services to pinpoint candidates with precisely the skills and background you want and target with a range of mechanisms to reach hard to find and passive audiences.

▶ **Daily Job Alert**  
 Our audiences are signed up to receive highly targeted jobs through our daily job alert. Each candidate fills in a profile outlining their skills and experience. If they match your requirements exactly, we email them your vacancy. Industry specific categories and manual matching ensure the best fit between candidates and your job.

▶ **Sponsored Newswire**  
 Sponsorship of the daily job alert would include text + URL + email address + creative mechanism (button, skyscraper). Prices begin at £1K

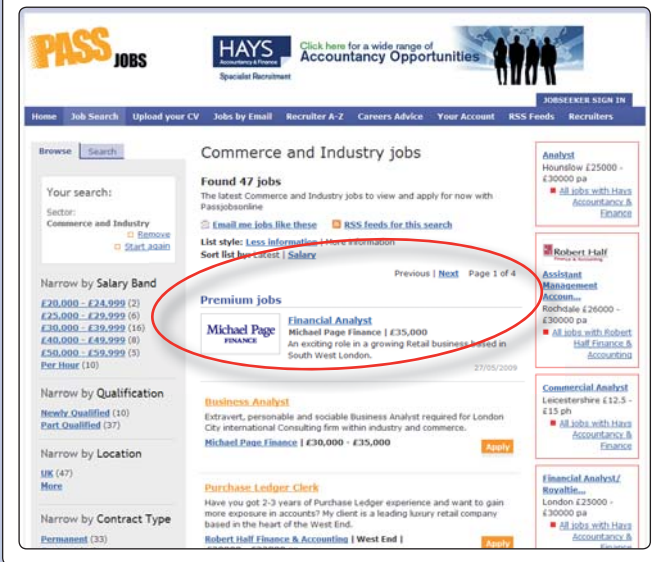
▶ **CV Database**  
 This service offers direct access to candidates CVs therefore giving search and selection opportunities. Our sites offer niche market services and are supported by extremely strong brands, therefore indicating the quality of candidate to be very high. CVs will be available for preview and if relevant sold on an individual basis.



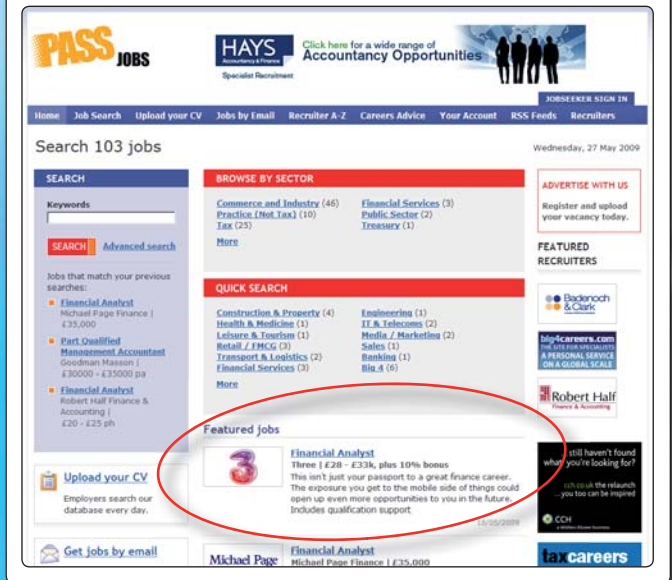
# Boost response

We offer a unique range of ways to build your employer brand visibility and improve your recruitment performance.

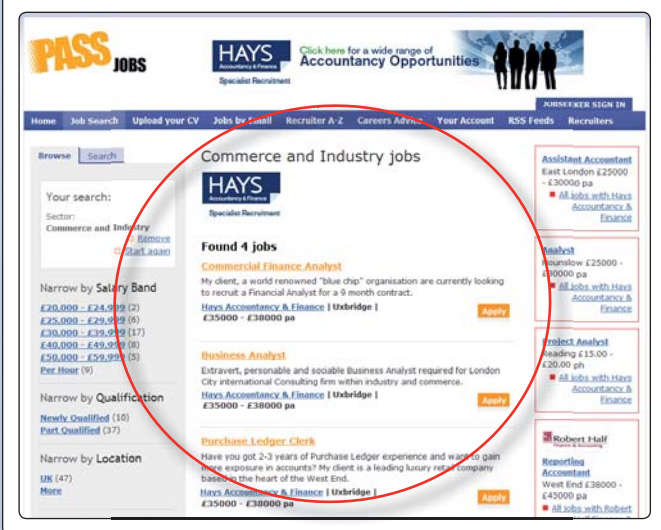
► **Premium Jobs** can be bought as an upgrade to a simple text listing. Displayed prominently on the jobs listing page, this option offers enhanced exposure throughout relevant searches, particularly in a crowded market place therefore increasing visibility and response. **£700**



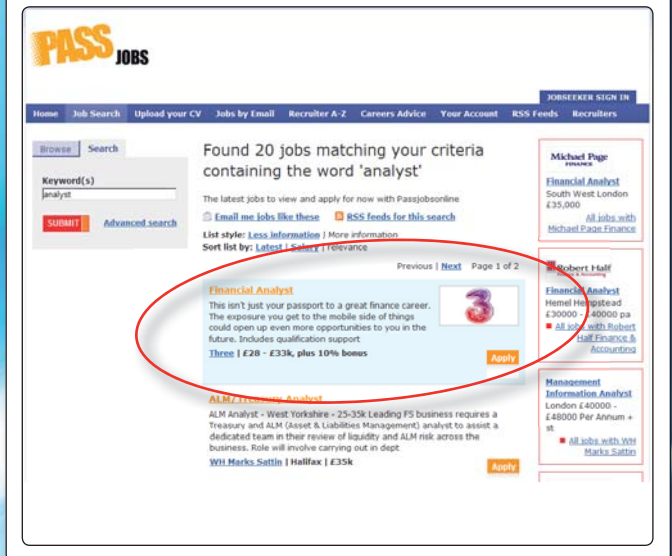
► **Featured Jobs** are displayed prominently on the homepage as text listings with logos, this option offers excellent prominence amidst 1000's of jobs enhancing brand and response mechanisms with 1-click access and homepage real estate. **£800**



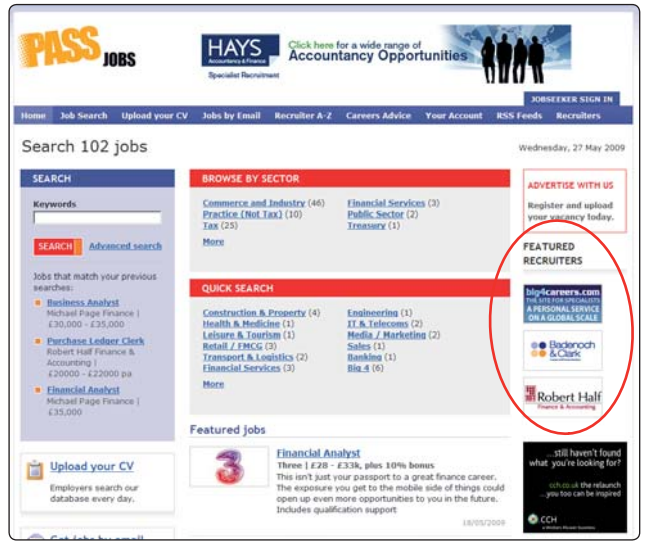
► **Branded Job** offers extensive branding and exposure to a job or all jobs posted by a client. A bespoke design that follows branding guidelines of the recruiter promotes only the job and omits all other site furniture and content. Extremely prestigious and bespoke, the option offers excellent branding and response mechanisms. **£1K**



► **Keyword Sponsored Jobs** receive preferential treatment in the job search listings appearing at the top providing more interest from jobseekers and stand-out from competitors. Roles can be linked to relevant keywords or search terms. **Price available on request**



► **Featured Recruiter** Appears prominently on the home page. The button links directly to the recruiter profile page (A-Z index) offering immediate access to all jobs and content published by client. This opportunity is extremely strong offering 1 click access and homepage real estate. **£850 per month**



► **Minisites** offer an elite opportunity to enhance campaigns attracting traffic to a branded recruiter page developed exclusively for your services. Accessible via the A-Z recruiter index, this platform publishes all content from the client including jobs and application services. Minisites offers excellent branding mechanisms far beyond the basic listing and can be linked with Google Pay by Click services to increase traffic. **£4 - £5K per annum**



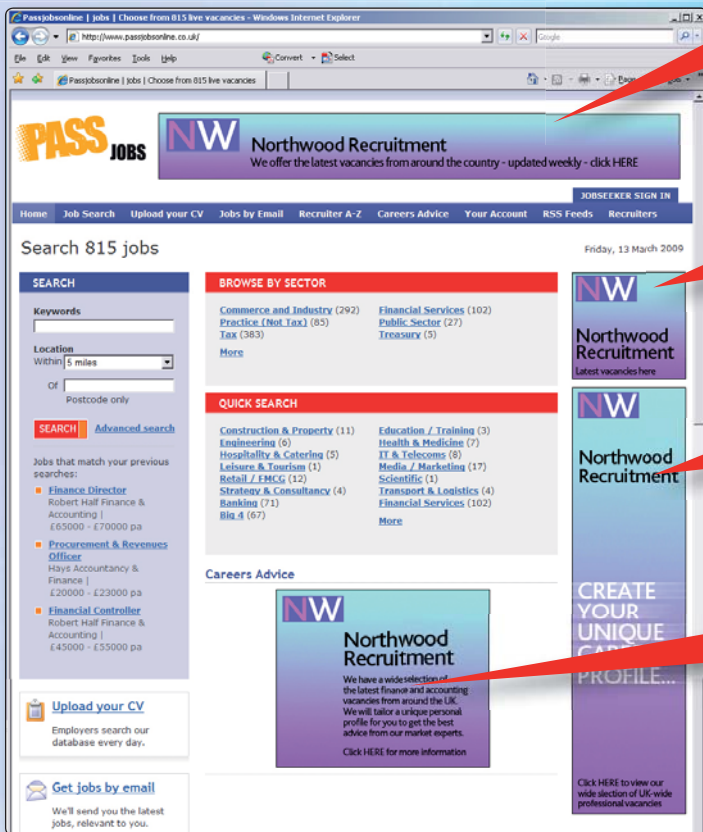
► **Sponsored Campaign Pages** offer sponsorship opportunities with the ability to create bespoke pages to enhance campaigns. A landing page can be used to include an image and intro campaign above a job listing which can reference or be branded to a recruiter. Page can list up to 10 jobs and be accessible from external link. **£1K per month**



Option	Rate card
Premium Job	£700 per job listing
Featured Job	£800 per job listing
Branded HTML Job	£1K per job listing
Keyword Sponsored Job	Price on request
Featured Recruiter	£850 per month
Minisite	£4 - 5K per annum
SEO Landing Page	£1K per month

# Branding and traffic building

Traffic driving options allow you to put your advertising in front of users on high traffic pages for generic appeal, or highly specific sector pages for targeted response. Display ad formats, like banners, buttons, and MPUs can buy homepage real estate, target the most popular areas and reach all audiences across every website.



► **Banners**  
Banners provide the same branding and traffic driving benefits, but are larger than buttons and can be animated.

► **Buttons**  
Buttons provide a compact, branded presence and drive traffic to your vacancy or website.

► **Skyscrapers**  
Skyscrapers are available on the left hand column and offer an excellent presence.

► **Mid-Page Units (MPUs)**  
MPUs are available mid page and like buttons and banners are great for branding and traffic driving. This format can be animated and can support audio and video.

Option	Job Board Position	Rate Card
Homepage	Banner – Top of homepage	£1,100 per month
	Button – Under featured recruiters on homepage	£800 per month
	Skyscraper – Right hand side of homepage	£1,000 per month
	MPUs – Middle of homepage	£1,100 per month
Run of Site	Banner – Top of page	£1,000 per month
	Button – Under featured recruiters on page	£650 per month
	Skyscraper – Right hand side of page	£900 per month
	MPUs – Middle of page	£1,000 per month

## Example packages

All packages offer campaigns across the job boards and associated print portfolio offering extensive access to audiences with brand and exposure opportunities maximised.

### ► Quick Response Package

If you are looking to create immediate, high impact exposure for your vacancy, this package excels your advert to the forefront of our audiences

Premium Listing

Premium Job

MPU on Search Results Page (1 week) – 'Urgently Required'

(Duration, excluding job listing, approx 7-10 days)

Promotion in relevant magazine

**Online only: £1500+vat**

**Online + Print: from £2000 + vat**

### ► High Prestige Package

If you want to raise profile and target a potentially elusive audience for a prestigious role, this opportunity ensure excellent visibility and branding:

Premium Plus Listing

Branded HTML Job

Daily Job Alert (1 email) -

Homepage MPU (1 week) – 'Don't Miss'

(Duration, excluding job listing, approx 14 days)

Promotion in relevant magazine

**Online only: £2,200+vat**

**Online + Print: from £3,200 + vat**

### ► High Competition Package

If the role is incredibly popular with response likely to be strong, this package ensures immediate impact:

Premium Plus Listing

Premium Job

Keyword Sponsorship - Job Title (2 weeks)

Daily Job Alert (1 email)

Homepage MPU (1 week)

(Duration, excluding job listing, approx 14 days)

Promotion in relevant magazine

**Online only: £2,500+vat**

**Online + Print: from £3,500 + vat**

### ► Hard to Fill Package

If the role is specific and requires relevant skills or experience, this package identifies the most targeted option:

Premium Plus Listing

Premium Job

Branded HTML Job

Keyword Sponsorship – Job Title (2 weeks)

Daily Job Alert

MPU on Search Results Page (1 week)

(Duration, excluding job listing, approx 14 days)

**Online only: £2,700+vat**

**Online + Print: from £3,700 + vat**