

## Reasons to recruit online:

Online advertising is a quick and cost effective way of generating response to a job advertisement. If used properly it can also be an important component of successful employer branding campaigns.

**Accessible** – it provides you with an opportunity to reach your target audience quickly and effectively.

**Measurable** – our job site teams can help you to measure and manage your recruitment campaigns. We can provide information on impressions, click-throughs, job views, contact detail views, or applications.

**Targeted** – our audience includes fleet and haulage managers, transport managers, warehouse staff, HGV drivers, sales managers, fleet engineers and technicians from across the entire road transport industry.

**Adaptable** – whether you are looking to drive jobseeker traffic to your website or promote a specific job, we can provide an online creative solution tailored to your needs to ensure your recruitment campaign really works.

**Controllable** – from identifying your needs, customising the creative solution and providing feedback reports, the roadtransport.com/jobs team will ensure that your campaign receives maximum exposure and works hard for you.

## Reasons to recruit on RoadTransport.com/jobs:

Brought to you by the publishers of Commercial Motor, Motor Transport and Truck & Driver magazines and launched in February 2007, RoadTransport.com is the new big domain for the entire road transport industry. Your organisation could benefit from access to thousands of job seekers searching for all types of road transport vacancies.

**To book your recruitment advertising now call  
020 8652 8989 or email [recruitment.services@rbi.co.uk](mailto:recruitment.services@rbi.co.uk)**



## Leaderboard / Banner

### Features

- Appears at the top of the page within site frame set
- Why use this service?**
  - Used to communicate brand values and/or direct an employer to website
  - Good for traffic driving, especially to specific part of website (i.e. jobs)

### Specifications

- Banner: 468 x 60 pixels
- Leaderboard: 728 x 90 pixels
- Gif, jpeg, SWF or rich media
- Max 15k file size
- Can be animated



## Skyscraper

### Features

- Larger advertising slot, runs down the right-hand side of the page
- Why use this service?**
  - Their size and proximity make them the highest profile position on the page
  - Good for brand values
  - Good for traffic driving, especially to specific part of website (i.e. jobs)

### Specifications

- 120 x 600 pixels
- Gif, jpeg, SWF or rich media
- Max 30k file size
- Can be animated



## Home page button

### Features

- Key positions on jobs home page
- Appear on the right-hand side of the page
- Why use this service?**
  - Good response levels to specific messages
  - Good for traffic driving, especially to specific part of website i.e. jobs
  - High profile position

### Specifications

- 120 x 60 pixels
- Gif or text
- Max 5k file size
- Recommend a border around the logo and no job title on the button



## Associated job category button

### Features

- Available on specific search pages
- Appear on the right-hand side of the page

### Why use this service?

- Good response levels to specific messages
- Can target specific job categories to reach only the most relevant jobseekers

### Specifications

- 120 x 60 pixels
- Gif or text
- Max 5k file size
- Recommend a border around the logo and no job title on the button



## Online job graphics

### Features

- The job detail will show a graphics file
- This will look like an online advertisement instead of just text

### Why use this service?

- Brings colour and impact to your online advertising
- Builds employer brand
- Allows better integration with your job campaign

### Specifications

- Max 100k file size
- Max width 600 pixels



## Featured job

### Features

- Jobs highlighted in a returned search

### Why use this service?

- Ensures a job stands out and gets noticed by jobseekers

### Specifications

- Featured jobs are available on request



## Who's recruiting (logo and profile)

### Features

- Logo in "Who's recruiting" section, link through to all jobs on the site for that recruiter. The "Profile page" link is at the top of this page
- The page can be text or a graphic
- This page will only show when the recruiter has jobs on the site

### Why use this service?

- A higher profile on the site when the recruiter has live jobs
- Can have links to own web site and jobs on our site

### Specifications

- Gif or JPEG file
- Max width: 600 pixels
- Graphics file or text – not both



## Recruiter of the week

### Features

- A logo and brief description on jobs homepage
- Link through to recruiters jobs

### Why use this service?

- Bypasses the search engine
- High profile position for recruiters
- High volume click-through rates, increasing the number of viewings for your jobs

### Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



## Featured agency/employer

### Features

- A logo and brief description on 'who's recruiting' page
- Link through to recruiters' jobs

### Why use this service?

- Bypasses the search engine
- A high profile position for recruiters
- High volume click-through rates, increasing the number of viewings for jobs

### Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



## Jobs with logos

### Features

- Jobs with a logo

### Why use this service?

- Builds employer brand and makes job stand out

### Specifications

- 124 x 44 pixels
- Gif only
- Max 4k file size



## Jobseeker e-newsletter

### Features

- Numerous e-newsletter options sent out to jobseekers
- Button slots and job listings available to advertisers

### Why use this service?

- Email sent to registered users
- Job appears in the users inbox, so no need to go onto the site and do a search for jobs

### Specifications

- Button: 124 x 44 pixels
- Gif only
- Max 4k file size
- Frequency: weekly