



Advertising solutions 2022

Connecting you to the nursing community





Connecting you to thousands of job-seeking nurses

RCN Bulletin Jobs provides you with a targeted and cost-effective recruitment tool that allows you to put your job vacancies in front of thousands of job-seeking nurses.

Plus, our association with the Royal College of Nursing and the flagship title RCN Bulletin enables us to promote your job vacancies to over 390,000 RCN members*.

RCN Bulletin Jobs receives over 14,000 visits and almost 882 applications every month so there is no better time to advertise your job vacancy.



Start receiving applications as soon as you post your job.



Have your vacancy emailed to relevant candidates the day it's posted.



Manage all your applications easily online.



Get instant access to our database containing hundreds of CVs.

Over **14,000** per monthly visits¹

Over **18,000** sessions per month²

Over **22,000** active job seeking users registered⁶



Over **882** job applications completed per month⁴

Over **269** job by email sign up per month⁵

*Circulation figure from October 2021 - 390,000.
¹14,683 - monthly visits - 1-31 October
²18,955 sessions per month - 1-31 October
³882 job applications per month - 1-31 October
⁴269 job alert sign ups per month - 1-31 October
⁵Active users 22, 287 - Nov 21

To discuss your options, call us on **020 8423 1333** or email advertising@rcni.com





Put your vacancy in front of thousands of job-seeking nurses today

Standard Job

- Immediate exposure on the site
- Included in all relevant e-alerts
- Required for all site listings and upgrades

£500 per 4 week duration

Premium Job

Over 2 x as many applications as a standard job listing

- Excellent visibility to all site traffic
- Your advert is highlighted in search results to help it stand out giving you twice as many views than a regular listing
- Requires the purchase of a standard job listing (£500)

£300 per 2 week duration

Lead Job

Over 4 x as many applications as a standard job listing

- Advert occupies a priority space at the top of its category page
- Highlighted to boost visibility
- Double exposure through organic and sponsored positioning
- Requires the purchase of a standard job listing (£500)

£450 per 2 week duration

Featured Employer

- Prominent logo promotion on the homepage
- Links directly to all of your live jobs on the website

£300 per week duration

Featured Job

Over 6 x as many applications as a standard job listing

- Job is featured in a prime position on the homepage above the page fold
- Excellent visibility to all site traffic
- Requires the purchase of a standard job listing (£500)

£600 per 2 week duration

Promoted Job

Over 3 x as many applications as a standard job listing

- Job appears above all standard jobs in listings and searches
- Greater exposure and an increased chance of user engagement
- Requires the purchase of a standard job listing (£500)

£450 per 2 week duration



Enhance your exposure

Promote directly to your target audience with an email campaign

Monthly regional Top Jobs email

Top Jobs is an email, segmented by region, to ensure that your job is delivered to the most relevant audience. Simply pick the regions you want your job to go to or send it to all regions for maximum exposure.

- East of England (over 34,000)
- East Midlands (over 27,000)
- London (over 56,000)
- North of England (over 16,000)
- Northern Ireland (over 14,000)
- North West (over 44,000)
- Scotland (over 35,000)
- South East (over 52,000)
- South West (over 35,000)
- Wales (over 22,000)
- West Midlands (over 36,000)
- Yorkshire and Humberside (over 30,000)*

One region £500 | £200 per region thereafter | £2,000 for all regions

E-shot

- Exclusive email sent out to 53,000* in our database of job-seeking nurses
- Engaged audience that have opted in to receive email
- Instant return with the majority of responses within 24 hours of email being sent
- An ideal way of promoting vacancies, open days or training courses
- Design it using HTML to fully promote your brand

£2,000 per e-shot

Target a practice sector

- Specify the practice area and region you wish to recruit from
- Customise your advert to feature one or multiple jobs at your organisation
- Reach the nurses most relevant to your vacancy
- Includes free listing on rcnbulletinjobs.co.uk

£1,500 per email

*Data count from December 2021 Top Jobs email

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Branding advertising opportunities

Promote your website, event or listing with a promotional feature on the site

Leaderboard banner

- An excellent way to drive users to your site or listing
- Run-of-site display
- Mobile responsive

£750 per week duration

Top Jobs monthly email leaderboard banner

- Exposure in the most prominent position in our monthly email
- Reach over 390,000 healthcare professionals*

£1,200 per month duration

Homepage MPU

- Large advert, centrally displayed on the site homepage

£650 per week duration

Button adverts

- Features throughout the site on multiple search pages
- Above the page fold

£300 per week duration

Leaderboard banners and site crawlers

- Nursing Standard or rcni.com homepage leaderboard banner or crawler
- Run of site leaderboard banner – across all RCNi websites
- Expandable (leaderboard position)
- RCNi Learning crawler

Prices from £1755

Skyscraper advert

- Large vertical banner on all search/browse pages of the site
- Excellent tool to drive users to your site or listing
- Functionality only available on desktop site

£400 per week duration

*Data count from November 2021

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Advertising options on RCNi websites

Website	Price	Format	Max size	Dimensions
Nursing Standard banner	£2,785 per month	Gif or HTML file	100kb max	728 x 90px
Nursing Standard crawler	£2,785 per month	Gif or HTML file	100kb max	728 x 90px
Nursing Standard MPU	£2,705 per month	Gif or HTML file	100kb max	320 x 250px
Specialist Journal banner	£1,920 per month	Gif or HTML file	100kb max	728 x 90px 528 x 90px
Specialist Journal crawler	£1,920 per month	Gif or HTML file	100kb max	728 x 90px
Specialist Journal MPU	£1,920 per month	Gif or HTML file	100kb max	300 x 250px

Specifications

Website	Format	Max size	Dimensions
Please design your graphics taking this into account			
Leaderboard banner	Gif or HTML file	200kb max	728 x 90px
Mobile leaderboard banner	Gif or HTML file	200kb max	320 x 90px
Homepage MPU	Gif or HTML file	200kb max	250 x 250px
Skyscraper advert	Gif or HTML file	200kb max	120 x 600px
Footer banner	Gif or HTML file	200kb max	728 x 90px
Mobile footer banner	Gif or HTML file	200kb max	320 x 90px
Button adverts (desktop only)	Gif or HTML file	200kb max	120 x 120px
Top Jobs banner advert	JPEG	200kb max	578 x 70px

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