

## HOW WE CAN HELP

The IET has developed a broad range of solutions specifically to help organisations achieve their recruitment advertising objectives. From filling vacancies to boosting your employer brand among a particular demographic; we invest heavily in understanding our audience and what makes them tick, and have a dedicated team working to ensure advertising is fully optimised, is on-message, on-brand and delivered through the most effective channels.



### E&T Jobs

E&T Jobs is the job board hosted by the IET, and is an effective channel through which employers can tap into our highly skilled and qualified audience of engineers. E&T Jobs is dedicated to consistently matching industry talent with organisations seeking skilled engineers and technologists.



### E&T Magazine

Publishing 9 times in print and 12 times digitally per year, E&T is the IET's flagship membership magazine received by more than 140,000 people per issue, providing you with the opportunity to get your recruitment message across to the engineering and technology community.



### E&T Digital

Highly effective digital solutions for your recruitment needs – reaching both active and passive job seekers. Advertising options to target professionals via email newsletters, solus emails and through the E&T family of websites.

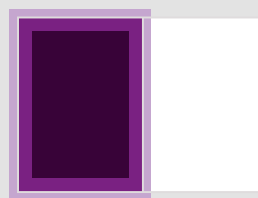


### Sponsorship Opportunities

Take your brand to the next level by taking advantage of our recruitment sponsorship opportunities. From The Young Woman Engineer of the Year Awards to the E&T Innovation Awards, you can give your brand the awareness it deserves.

## PRINT

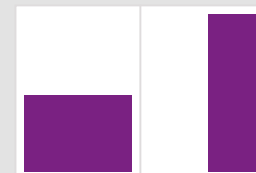
| Rates                   | Mono    | Colour  |
|-------------------------|---------|---------|
| Full Page               | £10,100 | £10,700 |
| Half Page               | £5,550  | £6,150  |
| Quarter Page            | £2,810  | £3,410  |
| SCC                     | £111    | + £600  |
| SCC - Educational Roles | £96     | + £600  |
| SCC - Courses           | £74     | + £600  |



**Full page bleed**  
303 x 216mm

**Full page trim**  
297 x 210mm

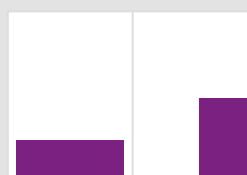
**Full page type**  
270 x 186mm



**Half page**

**Horizontal**  
134 x 186mm

**Vertical**  
270 x 91mm



**Quarter page**

**Horizontal**  
67 x 186mm

**Portrait**  
134 x 91mm

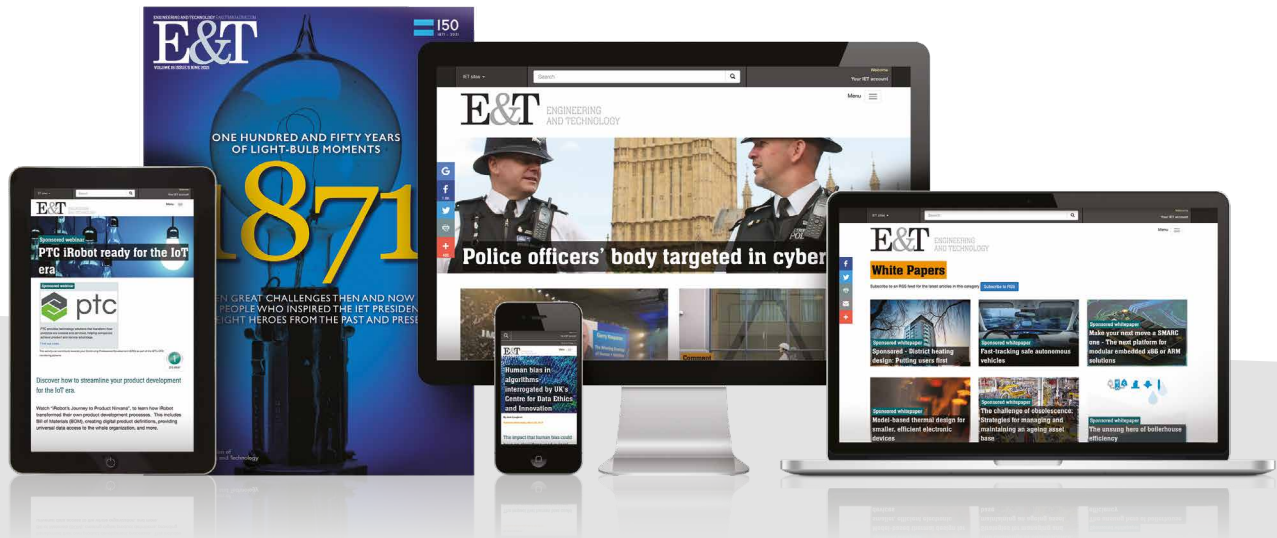


**Column widths**

1 = 44mm  
2 = 91mm  
3 = 138mm  
4 = 186mm

# E&T JOBS

**E&T Jobs provides the perfect platform for employers to reach a huge audience of active job seekers across a range of disciplines.** Our easy-to-use platform means your listing could be live in minutes. Below is a selection of the various products that have been developed specifically to help you hit those key talent engagement and acquisition objectives.



## Job listings

|                                 |                           |
|---------------------------------|---------------------------|
| Single 30 day posting with logo | £495                      |
| 3 x 30 day postings with logo   | £1,143 (£381 per posting) |
| 5 x 30 days postings with logo  | £1,683 (£337 per posting) |
| 10 x 30 day postings with logo  | £2,970 (£297 per posting) |

## Add-ons

|                                    |                            |   |
|------------------------------------|----------------------------|---|
| <b>Premium Job Upgrade</b>         | £100                       | Your job posting highlighted to stand out more than standard job postings   |
| <b>Featured Job Upgrade</b>        | £200                       | Your job posting and company logo featured on the homepage  |
| <b>Top Job Upgrade</b>             | £300                       | Your job postings to appear at the top of job search results pages if the job seeker has selected your term from within the Discipline or Sector search functions |
| <b>Premium Keyword Sponsorship</b> | £100 per term              | Your job postings appear at the top of job search results pages if the job seeker has used your keyword in their search   |
| <b>Featured Recruiter</b>          | £395                       | Your company logo featured on the homepage linking to all your live jobs  |
| <b>Candidate View</b>              | £40 per candidate download | Simple and easy to use. Search, view and download your selected candidates' CV's  |
| <b>Weekly Newsletter Entry</b>     | £1,500                     | Your job featured in our weekly careers email to more than 219,000 engineers  |

# ONLINE

## Packages

### Impact Package £3,400

This package is designed to gain maximum impact for your campaign.

- Premium Job posting
- Featured recruiter
- E&T Magazine Connect email - sent to over 45,000 opted-in recipients of E&T Magazine

### Presence Package £3,520

This package will get your recruitment campaign noticed by vast numbers of qualified candidates.

- 5 Job postings
- Featured recruiter
- Quarter page advertisement in the next available issue of E&T magazine - sent to over 140,000 members of the IET

### Targeted Package £1,550

An ideal package to target job seekers with specific skills or experience.

- Premium Job posting
- Targeted Social Media Campaign via E&T Jobs

### Early Career £1,550

Target your recruitment campaign to those at the very start of their career.

- Premium Job posting
- Featured Recruiter
- Targeted Social Media Campaign Via E&T Jobs

### Women in Engineering £1,550

Reach female engineers with your recruitment message.

- Premium Job posting
- Featured Recruiter
- Posting within the IET Women's Network Facebook Group

### Sponsored Articles from £1,000

Maximum exposure for your careers news and articles.

- Your article featured on the homepage for up to 4 weeks
- Your article featured as our top story for 1 week

### The "Open Day / Recruitment Event" Package £3,250

E&T Connect email to either UK or global audiences, plus;

- 30 day Job posting
- Top Job upgrade
- Text box and logo on E&T Jobs weekly email

### Social Campaigns from £750



## Email

### E&T Magazine Connect Solus Email £3,200



# SPONSORSHIP

### IET Young Woman Engineer of the Year Awards

These prestigious awards highlight inspirational women and what they have achieved as engineers. By showcasing some of the UK's most talented females, we want to encourage more women to enter the fascinating world of engineering. By sponsoring this Award you can help to provide a long-lasting solution to this major challenge facing the engineering and technology sectors.

#### Co-headline Sponsor Package £8,950

### E&T Innovation Awards

These Awards celebrate the best innovations and leaders in science, engineering and technology, with various categories available to enter. Sponsorship of the E&T Innovation Awards provides a unique opportunity to raise the profile of your organisation to the global engineering, science and technology community and to align your employer brand with this market leading recognition and reward programme. There are various categories available to sponsor plus branding opportunities at the Awards Ceremony.

#### Category Sponsor Package £9,950