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# **RECRUITMENT ADVERTISING SOLUTIONS FOR THE ARTS**

## **MEDIA INFORMATION APRIL 2012**

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Twitter: [@ArtsPro](#) | [@ArtsJobFinder](#) | [@ArtsPro\\_Events](#) Skype: ArtsProfessional

[www.artsprofessional.co.uk](http://www.artsprofessional.co.uk) and [www.artsjobfinder.co.uk](http://www.artsjobfinder.co.uk)



Find us on  
facebook

ARTS  
JOB FINDER

AP Lite

AP Xtra

# Serving the arts community for over ten years

## About Us

Over the past decade, ArtsProfessional has become the arts sector's market-leading publication, and continues to provide a bold, independent service for news and comment, whilst remaining the most popular industry vehicle for recruitment, service and product advertising.

ArtsProfessional has recently committed itself to a significant new investment and development programme over the next year or so which will see the creation of major new resources for readers and advertisers alike, so watch this space...

In the meantime, we hope this rate card will give you all the information you require to help you get the best value-for-money advertising for your requirements.

## Our readership

### ArtsProfessional (AP)

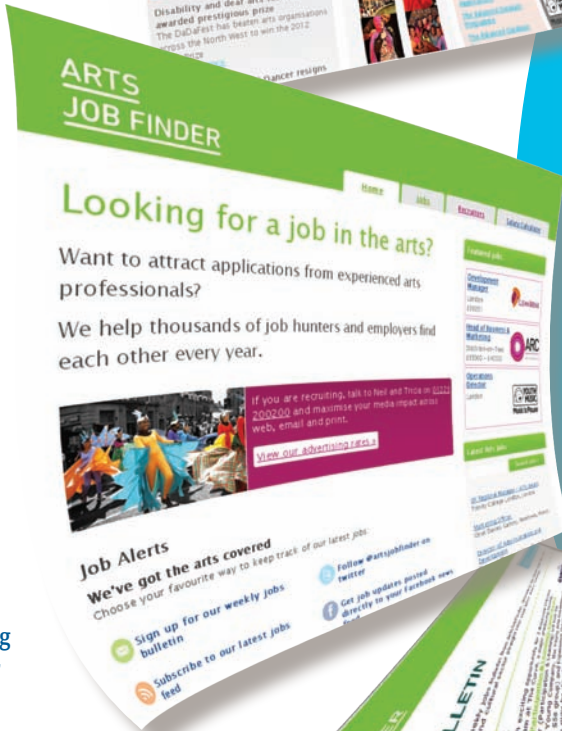
AP appears as a printed magazine, a website, regular weekly and monthly email bulletins and via social media such as Facebook and Twitter. The printed magazine is read by an estimated 7,000 people. The AP website hosted nearly 150,000 visits in 2011 - or around 400 visits every day of the year. There are nearly 14,000 people currently following our daily Tweets @ArtsPro and over 750 people 'like' our Facebook page.

### ArtsJobFinder (AJF)

The AJF website hosted over 240,000 visits in 2011 - around 600 visits every day of the year. There are over 2,000 people following our Tweets @ArtsJobFinder and more than 4,200 people 'like' our Facebook page.

### Email

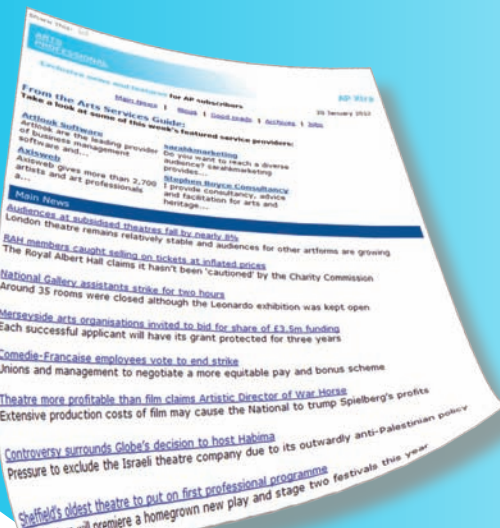
Over 32,000 people are currently registered to receive regular emails from AP and AJF as subscribers, registered readers and job hunters. On average 15,000 people currently receive our Friday AP Xtra and AP Lite subscriber email bulletins and nearly 18,000 people currently receive our Tuesday AJF weekly jobs bulletins. Around 13,000 people have registered to receive our monthly Training and Events bulletin. In fact, during 2011 we sent a total of more than 1.8 million emails to our readers (all at their own request!)



Around 30% of our current readership is in chief executive or artistic director roles according to 2011 analysis

"ArtsProfessional is an essential part of our recruitment advertising, always delivering a high number of well-qualified candidates."

Marilyn Stolz, HR Manager, Welsh National Opera



# Recruitment Advertising – including Print magazine

Four media for the price of One!

## Basic rates for print ads for a single job

**£32.50 per single column centimetre** (minimum size is 8cm x 1 col). This includes the text of your print advert **FREE Online for one week** and also includes **Email** bulletins and **Social Media**. For colour advertisements add 10%.

## Supersize me!

|                          |      |
|--------------------------|------|
| Additional text online   | £50  |
| Extra week online        | £100 |
| Up to six weeks online   | £145 |
| Enhanced online benefits | £100 |
| Premium online benefits  | £200 |

See Page 4 for explanations of **Enhanced** and **Premium** online packages.

## Advertising multiple jobs?

For two or more jobs within the same print ad, please contact us for a quote on (01223) 200200.

## Sizing guide

Working out the size of your advertisement is very simple. You just need to decide the width (number of columns) and multiply this by the height (in centimetres). We are always happy to help you with this task if you send your proposed advertisement copy to [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk). There are some example ads with sizes, prices and other options opposite.

## Column widths

1 col (34mm)      2 col (72.5mm)      3 col (111mm)  
4 col (149.5mm)      5 col (188mm)

## Design and typesetting

We offer a complimentary design service and are happy to provide layout, sizing and editing advice to help you maximize the impact of your advertisement. Please email the text of your



advert to [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk). Mechanical data information for completed artwork is available if producing your own ad - please ask.

## Deadlines

**AP** is published every three weeks (16 issues per year - no issue mid-August or late December). The deadline for booking and receipt of raw copy is Tuesday prior to publication. Digital artwork is required by 12 noon Wednesday prior to publication. Of course, you can begin your Online and Email advertising as soon as you choose.

## Our guarantee

If, for whatever reason, you do not make an appointment, we will repeat the same advertisement within 3 months at half price. If you still don't fill the vacancy we'll continue to run your ad until you do - for free.

## Need some advice?

Please phone us on **01223 200200** or email us at [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) so we can get started now.

Typical **medium** print ad

**Print Size = 6cm high  
x 2 columns wide**

Include around 80 words plus a logo. Example: If you use this space to advertise one job and then **Enhance** it Online with **Additional Text**

**Cost £540**

£390 print ad + £100 enhanced  
+ £50 additional text

**Smallest size  
print ad**

**Print Size =  
8cm high x 1  
column wide**

You should be able to include up to 70 words plus a logo.

Included is an Online listing for one job for one week plus simple listing in all Email bulletins and Social Media

**Cost £260**

## Ad package examples

Top of the range **larger** print ad

**Print Size = 9cm high  
x 2 columns wide**

You should be able to include up to 200 words plus logos. In this example, if you advertise one job and add **Premium Online, Additional Text** and **four extra weeks** online

**Cost**

**£980**

£585 print ad + £200 premium  
+ £50 extra text + £145 up to 6 weeks online

# Recruitment Advertising – online and email only

Three media for the price of One!

We can attract applicants for your vacancies **Online** via the **ArtsJobFinder** website, **Email** bulletins and via **Social Media**.

| Rates           | Up to 1 week | Up to 2 weeks | Up to 6 weeks |
|-----------------|--------------|---------------|---------------|
| <b>Basic</b>    | <b>£250</b>  | <b>£350</b>   | <b>£395</b>   |
| <b>Enhanced</b> | <b>£350</b>  | <b>£450</b>   | <b>£495</b>   |
| <b>Premium</b>  | <b>£450</b>  | <b>£550</b>   | <b>£595</b>   |

Jobs advertised **Online, Email** and **Social Media** - without Print are charged **per vacancy**.

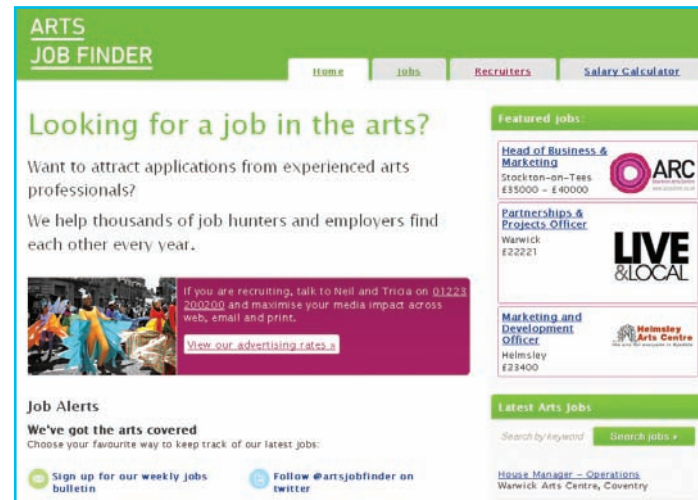
|  | Premium | Enhanced | Basic |
|--|---------|----------|-------|
| Appears as Featured Job on ArtsProfessional.co.uk website    | ✓       |          |       |
| Positioned next to editorial in subscriber newsletters       | ✓       |          |       |
| Shared on ArtsProfessional's Twitter feed @ArtsPro           | ✓       |          |       |
| Job of the Week on ArtsJobFinder Weekly bulletin (1 edition) | ✓       |          |       |
| Appears as a Featured Job on ArtsJobFinder.co.uk website     | ✓       | ✓        |       |
| Listed above basic jobs on all email newsletters             | ✓       | ✓        |       |
| Shared on our Twitter jobs feed @ArtsJobFinder               | ✓       | ✓        | ✓     |
| Shared on our jobs feed at Facebook.com/ArtsJobFinder        | ✓       | ✓        | ✓     |
| Appears on all AP Xtra and AP Lite Friday email bulletins    | ✓       | ✓        | ✓     |
| Appears on all ArtsJobFinder Tuesday weekly bulletins        | ✓       | ✓        | ✓     |
| Text listing plus logo on ArtsJobFinder.co.uk website        | ✓       | ✓        | ✓     |

## Packages explained

All **Basic** job ads appear with unlimited text at ArtsJobFinder.co.uk, Facebook.com/ArtsJobFinder and are Tweeted @ArtsJobFinder to over 2,000 followers. All ads also appear in the Tuesday jobs bulletin and Friday subscriber bulletins to a total of over 32,000 registered recipients.

The **Enhanced** package sees your ad specially highlighted as it receives its own special focus as a featured job at ArtsJobFinder.co.uk and in the AJF weekly email bulletin

With the **Premium** package your ad takes centre stage as Job of the Week in our jobs email bulletin and is also featured at ArtsProfessional.co.uk and Tweeted to around 14,000 followers @ArtsPro



## Jargon Buster

**Enhanced Package** - increase the application response rate with extra features designed to make your ad more prominent.

**Premium Package** - the best people are not always actively job-seeking, and you can reach them with these features that link your ad to editorial.

**Featured Jobs** - an online 'super button' display ad that drives additional traffic to your vacancy. Featured jobs appear highlighted on the website and are listed above basic job listings on email newsletters.

**Email Bulletins** - AP Xtra, AP Lite (Friday subscriber news and features

bulletins) and ArtsJobFinder Weekly (Tuesday jobs bulletin) are sent to over 32,000 registered readers every week.

**Tweeting** - all job ads are Tweeted @ArtsJobFinder with more than 2,000 followers. Job ads booked as 'Premium' will also be Tweeted to over 13,000 @ArtsPro followers.

**Facebook** - all job ads are posted on www.facebook.com/ArtsJobFinder

**Jobs of the Week** - a headline standalone ad on ArtsJobFinder Weekly.



# Standard terms of business

## Acceptance

Advertisements for publication in ArtsProfessional magazine, ArtsProfessional.co.uk, ArtsJobFinder.co.uk, Arts Services Guides, supplements, email bulletins and associated social media communication channels are accepted at the discretion of the publishers who reserve the right to withhold publication.

Special positions for advertisements may be allocated if possible but cannot be guaranteed. Additional costs for special positions may apply.

The minimum size for recruitment advertisements within ArtsProfessional magazine is 6 single column centimetres.

All recruitment advertisements appearing within ArtsProfessional magazine will be posted on the ArtsJobFinder website and remain there until the closing date for applications. If no closing date is specified then the job will remain on the website for a maximum of 42 days. Recruitment advertisements appearing online, via email and social media only will remain posted until the closing date for applications or until the end of the contracted period, whichever is the sooner.

Additional terms and conditions may apply to some ArtsProfessional products, in particular when special offers apply. Any additional terms and conditions will be notified at the time of booking and these will be applied in conjunction with our general terms of business.

Advertising agency commission is 10%.

## Liability

Advertisers and their agents warrant that copy and illustrations do not infringe any law and contain no matter that is libellous or objectionable.

All advertisements are published on the understanding that the advertiser undertakes to indemnify the publishers from all liability, loss or any expense of any nature arising from publication of the advertisement.

For any advertisement set by ArtsProfessional, the advertiser accepts full responsibility for its content upon approval of proofs.

The publishers are not liable for any loss or damage from error, late publication, non-publication or failure of an advertisement to appear.

All disks, artwork and other advertising materials are held at the owner's risk. Disks will not be returned.

## Rights

Arts Intelligence Limited owns the copyright in all advertisements written or designed by us or on our behalf. Reproduction of any advertisement published within ArtsProfessional or its associated products and services is expressly forbidden.

## Payment

All advertisements are subject to VAT at appropriate rate, where applicable. If your organisation is a registered charity and you wish to claim VAT exemption you must notify us at the time of booking with confirmation of your registered charity number.

Electronic bank and credit/debit card payments are welcome. Please call for details.

Payment terms for invoiced advertisements are strictly 28 days. Failure to remit by the due date will be pursued through legal action and recovery costs including interest on outstanding debts will be reclaimed.

## Cancellation

In the event of an order cancellation by a client: No charge will be made if written notice is received at least ten working days prior to first publication within any medium; 50% payable between six and nine working days inclusive prior to first publication; 100% payable within five working days prior to first publication in any medium.

No refunds will be given for cancellation of prepaid or series advertisements within any medium.

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Twitter - @ArtsPro | @ArtsJobFinder | @ArtsPro\_Events

Websites - www.artsprofessional.co.uk | www.artsjobfinder.co.uk

