

TES

*recruitment advertising rates
Sep 2009 – Aug 2010*



Recruit in print and online.

The TES is the number one place for job-seeking education professionals – in print and online.

We have been helping schools recruit for nearly 100 years and offer a range of packages to best assist your hiring needs. Whatever position you need to fill, from NQT to Headteacher, we can provide a service to suit.



IN PRINT – 427,000

weekly readers of the TES¹

ONLINE – 356,000

weekly visitors to tes.co.uk²

DIRECT – 124,000

job-seekers registered to receive email or SMS job alerts

Our combined print and online platforms mean that your recruitment advertising will reach the widest possible audience of active and passive job-seekers. Our experienced recruitment team are on hand to help fill your vacancies quickly and ensure you get the best candidates, saving you time and money.



Print – The TES

The TES provides colour and mono advertising using classifications reflecting type of school and job, making it easy for job-seekers to find their discipline. When you place an advert in the paper, you will also be able to place an online advert of your choice.



Online – TES Connect

TES Connect offers a choice of Gold, Silver and Bronze adverts, to be used in conjunction with a print advert to drive increased response. The combination of print and online advertising will ensure clear branding for your institution while also providing an easy way for candidates to respond to your vacancy.

A Gold advert will appear at the very top of our search listings, giving your role maximum exposure and allows you to upload the vital information that candidates need when applying for a job, including job description, school prospectus, photographs, testimonials and any other relevant information about your school. Our team of web experts are here to help you get the most from your online advertising.



Risk-free advertising – ‘run ‘til fill’

We are so confident that we will fill your vacancy that we offer a ‘run ‘til fill’ guarantee. This means that if you don’t fill your vacancy after the first advert, we’ll give you a 15% discount off the second advert. In the unlikely event that you still don’t get the right candidate, we’ll continue to run your advert until you do – for free – in print and online.* This is part of the TES commitment to ensure you fill your vacancy with the right person, at the right time, in the most cost-effective way.



Free online recruitment service – TES HireWire

A unique and completely free online service, TES HireWire is revolutionising the way schools recruit. From placing an advertisement to making a successful appointment, TES HireWire supports the entire recruitment process, saving schools time, money and resources.



Increase the impact of your advert – ‘Free Proofing Service’

Great adverts stand out and attract more candidates. To ensure your print advertising looks the best, simply send us your copy by 2pm on Friday and we’ll send you a designed proof the following Monday (except bank holidays) all free of charge.



Key role package

We realise that some roles are more difficult to recruit for than others so we have developed a key role package to help you fill vacancies such as shortage subjects. This exclusive package comprises a blend of print and online advertising to give your campaign more prominence and attract more candidates.



Leadership roles – TES Prime

TES Prime, our expert search and selection division, are on hand to ensure you find the right leaders for your school. Our creative team will write and design bespoke, high-end adverts, exacting job descriptions and inspiring candidate material that will attract the highest calibre of candidates. Our recruitment professionals can manage the entire recruitment process including candidate nurturing, targeted search and interview management.

Award winning

the TES: Business Media Brand of the Year 2008 Periodical Publishers Association

TES Connect: Best Business Website 2009 Association of Online Publishers

TES Connect: Best Business Digital Publisher 2009 Association of Online Publishers

MAGAZINES | 2008
PPA awards for editorial and publishing excellence | winner



86% of jobs advertised in the TES are filled first time round³
90% of those looking for jobs in the paper will also go online⁴
9 in 10 education online jobseekers use tes.co.uk⁵

Recruitment rates for Sep 2009 – Aug 2010

Print

Colour

£35 per single column centimetre + the cost of your chosen online package

Mono

£25 per single column centimetre + the cost of your chosen online package

Popular sized adverts

12 cm x 2 columns

15 cm x 3 columns

16 cm x 4 columns

Front cover premium rates are available on request.

Joint rates

We offer a combined rate for advertising in the TES and TES Scotland.

Joint rate: £45 colour or £35 mono per single column centimetre + the cost of your chosen online package.

- Colour adverts generate more response³
- Bigger adverts generate more response³

Online

Choose your online package to enhance your print advertisement. A gold online advert gives your vacancy the maximum exposure and ensures candidates have all the information they need to apply for the job.

	Gold	Silver	Bronze
Listed at top of search results	■		
Listed on homepage under featured jobs	■		
Featured by any relevant articles and forums	■		
Add multiple photographs of your school	■		
Add a photograph of your school	■	■	
Listed above bronze in search results	■	■	
Add school and awards logos	■	■	
Add testimonials from staff and students	■	■	
Add attachments eg. Ofsted report, forms	■	■	
Description of school and location details	■	■	■
Appear in search results	■	■	■
Cost	£900	£650	£400

If your print advert contains more than one vacancy, the maximum online cost will be £800 for them to appear as bronze listings. Upgrading to silver or gold will be charged per vacancy.

Online only costs are charged per vacancy.

- Gold online adverts receive 9 times more exposure than bronze²
- Silver online adverts receive twice as many exposures as bronze²

“I would strongly recommend the use of Silver and Gold packages; they improved our recruitment process and strengthened the nature of applications we received.”

B McCrudden, Assistant Headteacher, Burnside Business & Enterprise College

“Your free proofing service enabled the Borough to present a choice of three colour designs and artwork to the Governors of Dagenham Park Comprehensive School. Each advert was eye-catching and the chosen one attracted 41 enquiries.”

Chidi Okwesilieze, HR Officer, London Borough of Barking and Dagenham

“TES HireWire makes it so much easier to look at response rates to the ads we placed in various media and monitor and analyse the data.”

John Logan, Headteacher, St Mary's and St Peter's Church of England Primary School

call the recruitment experts on **020 3194 3050**
 or email **recruitment@tes.co.uk**

TES Recruitment Classifications

Senior Appointments

- Nursery School
 - Head Teacher
 - Deputy Head Teacher
 - Assistant Head Teacher
 - Leadership/Excellence Teacher

Primary School

- Head Teacher
- Deputy Head Teacher
- Assistant Head Teacher
- Leadership/Excellence Teacher

Middle School

- Head Teacher
- Deputy Head Teacher
- Assistant Head Teacher
- Leadership/Excellence Teacher

Secondary School

- Head Teacher
- Deputy Head Teacher
- Assistant Head Teacher
- Leadership/Excellence Teacher

Special Education School

- Head Teacher
- Deputy Head Teacher
- Assistant Head Teacher
- Leadership/Excellence Teacher

Independent Senior School

- Head Teacher
- Deputy Head Teacher
- Assistant Head Teacher

Independent Prep School

- Head Teacher
- Deputy Head Teacher
- Assistant Head Teacher

LA Senior Appointments

Children's Services Senior Appointments

Nursery, Primary & Middle School

- Teaching and Learning Responsibility payments TLR1
- Teaching and Learning Responsibility payments TLR2
- Main Scale (MPS)
- English as an Additional Language
- Special Needs SEN1 SEN2
- GTP (Primary Schools Only)
- Teaching Assistants

Independent Prep School

- Art & Design
 - Biology
 - Business Studies & Economics
 - Careers
 - Chemistry
 - Citizenship
 - Classics
 - Design & Technology
 - Drama
 - English
 - English as an Additional Language
 - Environmental Studies
 - Food Technology
 - Geography
 - History
 - Health, Personal & Social Development
 - Humanities
 - Information Technology
 - Law
 - Leisure & Travel
 - Mathematics
 - Media Studies
 - Modern Languages
 - Music
 - Pastoral/Curriculum Management
 - Performing Arts
 - Physical Education
 - Psychology
 - Physics
 - Religious Education
 - Science
 - Sociology
 - Social & Political Studies
 - Special Needs
 - Vocational Studies
 - Other than by subject
- All of the above with one of the following pay scales:
Head of Department
Teacher/Other Appointments

Secondary School

- Art & Design
- Biology
- Business Studies & Economics
- Careers
- Chemistry
- Citizenship
- Classics
- Design & Technology
- Drama
- English
- English as an Additional Language
- Environmental Studies
- Food Technology
- Geography
- History
- Health, Personal & Social Development
- Humanities
- Information Technology
- Law
- Leisure & Travel
- Mathematics
- Media Studies
- Modern Languages
- Music
- Pastoral/Curriculum Management
- Performing Arts
- Physical Education
- Psychology
- Physics
- Religious Education
- Science
- Sociology
- Social & Political Studies
- Special Needs
- Vocational Studies
- Other than by subject

All of the above with one of the following pay scales:
Leadership/Excellence Teachers
Advanced Skills Teachers
Teaching and Learning Responsibility payments TLR1
Teaching and Learning Responsibility payments TLR2
Main Scale (MPS)
SEN1 (relate only to special needs curriculum subject)
SEN2 (relate only to special needs curriculum subject)
GTP
Teaching Assistants

Special Education School

- Teaching and Learning Responsibility payments TLR1
- Teaching and Learning Responsibility payments TLR2
- SEN1
- SEN2
- Main Scale (MPS)
- Teaching Assistants

Independent Senior School

- Art & Design
- Biology
- Business Studies & Economics
- Careers
- Chemistry
- Citizenship
- Classics
- Design & Technology
- Drama
- English
- English as an Additional Language
- Environmental Studies
- Food Technology
- Geography
- History
- Health, Personal & Social Development
- Humanities
- Information Technology
- Law
- Leisure & Travel
- Mathematics
- Media Studies
- Modern Languages
- Music
- Pastoral/Curriculum Management
- Performing Arts
- Physical Education
- Psychology
- Physics
- Religious Education
- Science
- Sociology
- Social & Political Studies
- Special Needs
- Vocational Studies
- Other than by subject

All of the above with one of the following pay scales:
Head of Department
Teacher/Other Appointments

Further & Higher Education

Further Education

- Directors/Principals
- Deputy Directors/Vice Principals
- Heads of Department/Managers
- Lecturers/Other Appointments
- FE Recruitment Agencies

Higher Education

- Directors/Principals
- Deputy Directors/Vice Principals
- Heads of Department/Managers
- Lecturers/Other Appointments

Other Classifications

- Universities
- Research/Fellowship Posts
- Adult Education
- Youth and Community
- Alternative Curriculum Programmes
- LA General Appointments
- Children's Services
- First Appointments
- School Business Managers/Bursars
- Educational Psychologists
- Examiners
- Librarians
- General Appointments
- Outdoor Education
- International
- English as a Foreign Language
- Contracts & Tenders
- Tuition
- Personal
- Summer Schools
- Accommodation to Let
- Public Notices
- Business Opportunities
- Teaching Agencies

Booking and Advertisement Specifications

Newspaper publication day - Weekly, every Friday.

Booking deadline

2pm on Monday the week of publication date for adverts to be set and styled by the TES.

Verbal bookings by 4pm on Monday prior to publication date for adverts supplied as PDF via email or by Quickcut.

Free proofing deadline

2pm Friday before publication date.

PDF/Quickcut copy deadline

To be received by 10am on Tuesday the week of publication date for adverts supplied as PDF via email to artwork@tes.co.uk or by Quickcut.

Corrections

Tuesday at 10.30am for adverts being published on the Friday of that week.

Cancellations

By email or fax by Tuesday 10.30am for ads due to be published on the Friday of that week.

Linage/Semi Display Rate

Per line - £8 (minimum of 3 lines)

Box number facilities - £15

Joint rate with THE

Advertise in the TES and THE and get 25% off the full rate card price for both adverts.

Sizing and Process for Print

Type area

Front page of jobs section: 250 x 260mm

Other pages: 330 x 260mm

Columns

8 columns to a page, column length: 330mm

Column widths

1 column: 30.75mm	5 column: 161.75mm
2 column: 63.5mm	6 column: 194.5mm
3 column: 96.25mm	7 column: 227.25mm
4 column: 129mm	8 column: 260mm

Digital artwork delivery

High res PDF is the preferred method of receiving both mono and colour adverts and allows you to retain the best control over your advert. Please email your artwork to artwork@tes.co.uk. You can also use Quickcut delivery system.

We do not accept files in Microsoft Office or Publisher.

Specifications for Gold and Silver Online Packages

All images must be supplied as JPEG files at 72dpi.

	dimensions
school logo	120w x 60h pixels
background image	618w x 180h pixels set graphics to low opacity (10% to 20%)
header	940w x any height (Between 100 and 177 pixels)
footer	940w x any height (Between 94 and 136 pixels)