

HUDSON DIGITAL SOLUTIONS (HDS)

Bespoke online advertising

Access to a Wider Talent Base

- ▶ attract top talent to important vacancies
- ▶ Increase relevant applications through longer and greater exposure
- ▶ Boost your visibility as an employer of choice
- ▶ Take advantage of Hudson's bulk buying power to contain costs
- ▶ More than 60% of active jobseekers find their next role online
- ▶ Applications to employer branded advertisements typically attract >20% more relevant applicants

Flexible, Cost-Effective Range of Advertising Options

In addition to the normal Hudson recruitment process, you can choose from three advertising package options:

HDS LITE

- ▶ Client branded advertising on the Hudson UK website
- ▶ Client branded advertising on one generalist job board
- ▶ Client branded advertising on one industry-specific niche job board

£1000 + VAT*

HDS PREMIUM

- ▶ Client branded advertising on the Hudson UK website
- ▶ Client branded Featured Employer web page on the Hudson website
- ▶ Client branded advertising on one generalist job board
- ▶ Client branded advertising on two industry-specific niche job boards
- ▶ Social media promotion across Twitter and LinkedIn

£2000 + VAT*

HDS PREMIUM+

Additional options to enhance your visibility and boost talent sourcing

- ▶ Client branded advertising on additional industry-specific niche job boards
- ▶ Client branded banner ads and "premium job" upgrades
- ▶ Pay-per-click (PPC) sponsorship
- ▶ Targeted email campaigns
- ▶ Bespoke social media campaigns
- ▶ Client branded Microsites for volume recruitment campaigns

PRICING AND TIMESCALES
BY CAMPAIGN ELEMENT

*Advertising for single HDS Lite and Premium bookings will be live within two working days. Advertising for multiple HDS Lite and Premium bookings will take longer and will be agreed with you in advance.