

recruitment mediapack 2011



New 2011 Recruitment Advertising Services from CILIP

Recruit in print in *CILIP Update with Gazette* and online at

www.lisjobnet.com

Or

Recruit online only at www.lisjobnet.com

About the new *CILIP Update with Gazette* magazine and www.lisjobnet.com

CILIP Update with Gazette is the new combined magazine from the Chartered Institute of Library & Information Professionals. It brings the immediacy of *Library & Information Gazette's* recruitment pages, supplier information and event news together with the in-depth features, analysis and news of *Library & Information Update* magazine.

From January 1st 2011 recruitment advertisers will be able to advertise on CILIP's web recruitment site www.lisjobnet.com, as well as combine web advertising with a print advertisement in *CILIP Update with Gazette*.

CILIP Update with Gazette supersedes *Library & Information Gazette* which has been ABC Audited. *CILIP Update with Gazette* will also be ABC Audited in 2011 when *Gazette's* certificate expires. *CILIP Update with Gazette* will be distributed to the same 17,000 membership as *Gazette*.

CILIPUPDATE with gazette

for the library, information and KM community • www.cilip.org.uk/cilipupdate



 LISJOBNET.COM

Number One for recruitment advertising

CILIPUpdate with Gazette will be published 12 times per year, and is seen as a key benefit to CILIP's 17,000 members.

It carries more job advertisements than all other UK magazines serving the community put together, and supports employers and jobseekers with focused editorial that demands attention. *Library & Information Gazette* carried more than 500 job advertisements in the 12 months to the end of October 2010, despite the severe Public Sector recruitment downturn.

CILIPUpdate with Gazette is the ideal advertising environment for all those seeking to recruit quality staff. With an ABC audited circulation of 17,063 to CILIP's influential membership, it reaches the UK's library, information and knowledge management marketplace like no other magazine. In peak recruitment periods its once every 4 weeks frequency allows recruiters to plan with confidence of reaching the right candidates, whether they are active jobseekers or not.

In print and online

CILIP Update with Gazette magazine & Lisjobnet.com

Recruitment Rates 2011

Print Rate Card includes single standard Lisjobnet.com entry:

Size	Number of vacancies	Discount	Final cost
1/8 page	1 vacancy		£880
1/4 page	2 vacancies		£1785
	Only 1	£595	£1190
1/2 page	3 + vacancies		£3185
	Only 2	£595	£2690
	Only 1	£1190	£1995
Full Page	5+ vacancies		£5375
	Only 4	£595	£4780
	Only 3	£1190	£4185
	Only 2	£1785	£3590
	Only 1	£2380	£2995

*Agency Commission 12.5%

For recruitment advertising please call:

Tel: 0207 255 0553 Email: advertising@cilip.org.uk



Lisjobnet.com

CILIP Update with Gazette in print is backed up by the online job website, www.Lisjobnet.com. All recruitment ads that appear in the magazine are published online as part of the advertising package. Each month the site attracts more than 30,000 visits and over 150,000 page views. The email alert service currently has over 9,000 individual subscribers. It delivers the latest jobs to jobseekers weekly during peak recruitment periods and fortnightly at other times.

From January 1st 2011 www.Lisjobnet.com will carry online only advertising for the first time.

The upgraded site will now carry a range of temporary positions at special rates and will supersede CILIP's previous Lisjobtemps.com website.

Online Only Rate Card

www.lisjobnet.com

Permanent Positions

Standard entry until job closing date	£595
With logo	£690 (an extra £95)
Featured and with logo	£785 (an extra £190)

Temporary Positions (12 months or less)

Standard entry for a 3 week tenancy	£295
Tenancy extensions	£60 per week
Add on logo	£60 for 1st 3 weeks £12 for each extra week
Featured Jobs	£100 for 1st 3 weeks
(with logo)	£20 for each extra week
Logo specifications	117 x 55 pixels (.gif or .jpg file)

BANNER ADVERTISING ON

www.lisjobnet.com

Banner advertising is also offered on our market leading jobs board www.lisjobnet.com

£895 + VAT for a 3 week tenancy Banner spec: 234 x 60 pixels

150,000 page views per month, 30,000 visits per month, and 9,000 e-alert subscribers

**Banners appear on every page of the site,
with click throughs direct to your recruitment website**

Conditions of Acceptance

All paper-set advertisements are carefully checked, but to avoid errors we ask that advertisers check their copy carefully prior to submission. We regret that we cannot accept responsibility for reproduction of errors of submitted copy. Furthermore, no refund or republication will be granted in the case of typographical or minor errors, which do not affect the value of the advertisement. We do not accept responsibility for errors that occur in electronically supplied advertisements. We regret that advertisements cancelled after copy deadline may be charged for at the full rate.

Advertised jobs and services, which appear in *CILIP Update with Gazette*, are not necessarily the recommendations or policy of CILIP: the Chartered Institute of Library and Information Professionals. We therefore reserve the right to make representations to advertisers where we feel this is appropriate, or to cancel an advert.

Magazine Profile

The new *CILIP Update with Gazette* will build on its predecessor magazines roles. It will continue to be the UK's leading practitioner journal for staff at all levels in public, academic and corporate sector library, information services and Knowledge Management services. It is the leading source of library, information and Knowledge Management sector jobs. All CILIP members receive the magazine, including nearly 400 Organisational members.

CILIP Update with Gazette contains cutting edge analysis and comment on relevant trends and developments in public policy, central and local government, education, law, business, management, information management, online media, cultural services and intellectual property. A programme on careers, career development and training will run throughout the year.

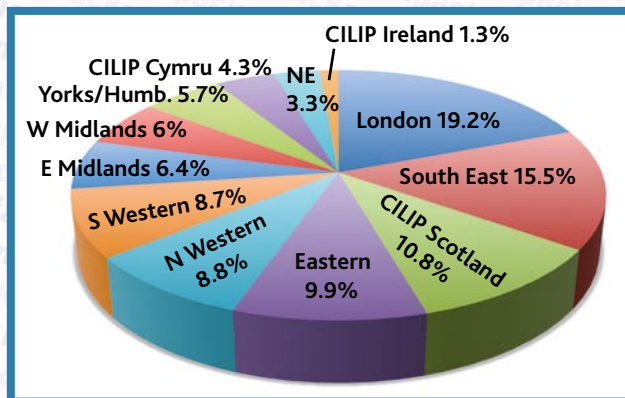
CILIP Update with Gazette is read by opinion formers and senior and aspiring professionals in the educational, research, local and central government, health, corporate, professional services and voluntary sectors who specialise in information service delivery or information management.

Circulation Profile

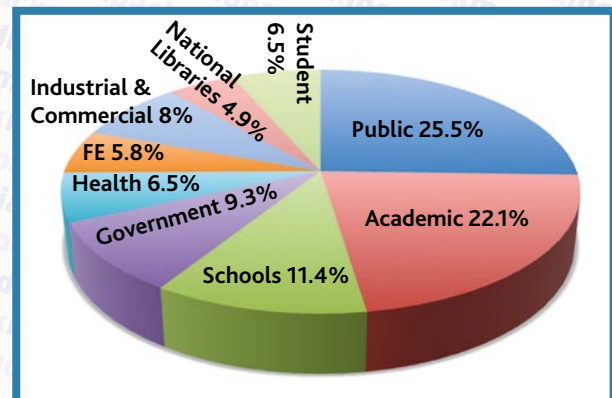
CILIP magazines reach UK library and information professionals like no other UK magazine. Research shows their high value among readers:

- 80% rated *Update* magazine Good to Excellent
- 88% always read the Recruitment section of *Gazette*
- 73% keep *Update* magazine as a reference source for three months or more

Members by Sector, 2010



Members by Branch, 2010



ABC Certified and Members of the PPA



Gazette's audit by the ABC guarantees its distribution. Its certificate for July 2009 to June 2010 shows an average Net Circulation of 17,062 copies, and you can download it at <http://www.abc.org.uk/Certificates/16920080.pdf> *CILIP Update* supersedes *Library & Information Gazette*, but is distributed to the same membership.

www.cilipupdate.com

Published by the Chartered Institute of Library & Information Professionals,
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Print Recruitment Advertising Deadlines and Publication Dates

Recruitment Advertising Booking & Copy Deadline	Publication Date
January 12th	January 20th
February 9th	February 17th
March 9th	March 17th
April 6th	April 14th
May 4th	May 12th
June 1st	June 9th
June 29th	July 7th
July 28th	August 4th
September 7th	September 15th
October 5th	October 13th
November 2nd	November 10th
November 30th	December 8th

Mechanical specifications for advertising

- Publication:** A4 297mm x 210mm
- Full Page:** Text 279mm high, 193mm wide
- ½ Page Vertical:** Text 279mm high, 94mm wide, No Bleed
- ½ Page Horizontal:** Text 136mm high, 193mm wide, No Bleed
- ¼ Page Solus:** Text 136mm high, 94mm wide, No Bleed
- 1/8 Page solus:** Text 66mm high, 94mm wide
- Colour:** CMYK (not calibrated colour or RGB)

Format: High resolution PDF files with fonts fully embedded. Send to: advertising@cilip.org.uk

Links: please ensure any web addresses or email addresses are contained within one line (i.e. no line breaks or returns)

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Text 279mm high,
193mm wide

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94mm wide

No Bleed

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For further information regarding recruitment advertising production, please call recruitment advertising on 0207 255 0553 or email advertising@cilip.org.uk