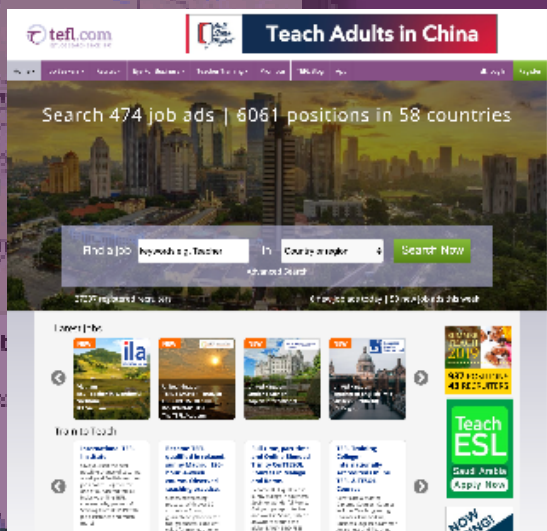


RECRUITMENT ADVERTISING 2023



TEFL.com Recruitment Advertising

HIGH VISIBILITY

TEFL.com provides recruiters with highly targeted, bold and effective display advertising on our platform and mobile apps. Your recruitment advertisement includes your corporate logo (within the [TEFL.com homepage](#), search results listing and your job advertisement). You can also include up to three photographs or graphics within your job post. All advertising is shared to multiple social media and fully search-engine optimised. Face-to-face recruitment advertising packages begin at just **£43.00** (c.US \$52.00 /€50.00 /¥349.00) for a 4-week, **monthly updated advert**.

PRIME POSITION

We offer a choice of update packages.. monthly, weekly, twice weekly and daily. At each update, your recruitment advert is elevated to the top of our search results listing as well as appearing within our homepage and daily and weekly newsletters. Your ads are shared to our followers on [Facebook](#), [Twitter](#), and [Linked-in](#) social media accounts. For more information on the packages we offer, check out our Recruitment FAQ at https://www.tefl.com/recruiter/recruitment_faq.html.

DISCOUNTED MULTIPLE JOB POSTINGS

Save money on your advertising by ordering multiple additional job credits with generous discounts! We also offer great savings if you wish to extend the duration of your advert (without having to re-input your advert text!).

FRESH RESUMES

The TEFL.com resume database contains 230,000+ fresh resumes. To ensure recruiters can quickly search for job-seekers actively seeking a position, we provide free access to view activated resumes (contact details redacted) and are GDPR compliant. To ensure resumes are current, only job-seekers actively seeking a new position are searchable. Recruiters may order ResumeView credits to view the contact details of job-seekers within our database. More information below.

APPLICANT PRE-SCREEN FILTER

The Benefits of Pre-Screening:

- Automated Pre-Screening ensures you only receive applications from candidates who meet the criteria as set out in your advertisement
- Specific focus on the most qualified candidates as quickly as possible. The pre-screening process should answer the basic question "does this individual meet the minimum requirements of my position?"

Find out more about Application Pre-Screen at <https://tefl.com/recruiter/psi.html>.

RESUME DATABASE SEARCH

We offer registered recruiters free access to our Resume Search engine at <https://www.tefl.com/recruiter/resume/>. To maintain job seeker privacy, all member contact details (name, address, phone, email address, etc.) are suppressed. In this 'Edited' mode, resume contact and other personal data is removed when undertaking a free search. If the recruiter requires access to the job seeker contact and personal data, an administration fee (ResumeView credit) is required in order to record access to the data. This complies with our privacy policy. All accesses to the resume database are recorded and name of recruiter and date of access is registered within the job-seeker account.

JOBALERT

EMAIL Your Job VACANCY INSTANTLY to Job-seekers

Using JobALERT your recruitment advertisement is emailed instantly to members who have indicated a preference to employment in your country. The JobALERT fee is only £0.010 (US\$0.012/Euro0.011/CNY0.08) per email sent.

COMPARE BY FEATURES	InstApply	Attachment*	Direct Link**
Easy to use account management tools from registering your account through to posting your branded recruitment advertising and managing job applications	YES	YES	YES
4-52 week advertising packages	YES	YES	YES
Instant posting of your advert	YES	YES	YES
Easy to use Applications Manager to administer your applications	YES	YES	YES
3 ways to receive job applications - InstApply, Attachment or Direct Link to your website	YES	YES	YES
Receive job applications in your preferred format (DOC[X], PDF, ODT, RTF or TXT)	N/A	YES	N/A
Auto-updated job packages enables you to choose how often your ad appears at top of our search results	YES	YES	YES
Access to the world's largest online database of ELT resumes (190,000+ fresh resumes.)	YES	YES	YES
Full social media integration - Your advert shared to social media - Facebook, Twitter, Instagram Linked-In & Pinterest	YES	YES	YES
Include up to 3 photos in your advert	YES	YES	YES
Include your logo in your advert	YES	YES	YES
Your recruitment advert featured on homepage and throughout TEFL.com (frequency dependent on package)	YES	YES	YES
Your advert included in Job Search TEFL.com , our Android & iPhone App			
	YES	YES	YES
Unlimited wordage	YES	YES	YES
Email notification of all job applications	YES	YES	N/A
Edit your advert at any time	YES	YES	YES
JobAlert - Email your advert to targeted, opted-in job-seekers seeking employment in your country (add-on)	YES	YES	YES
Preview your advert prior to publication	YES	YES	YES
Your advert included in our daily, mid week & weekly newsletters (frequency dependent on package)	YES	YES	YES
Company profile page	YES	YES	YES
Application Pre-Screen filter (add-on) - Filter out unsuitable candidates	YES	YES	NO
View complete job application (resume, cover letter) in your account (InstApply & Attachment)	YES	YES	N/A
Download job applications individually or in bulk	YES	YES	N/A
Shortlist applicants & hide unsuitable applicants via your management tool	YES	YES	N/A
Job-seekers can apply directly via your website (selecting Direct Link option)	N/A	N/A	YES
View resume of potential applicant who clicked (Direct Link) Apply button	N/A	N/A	YES
Receive email when job-seeker clicks on Direct Link Apply button	N/A	N/A	YES
All applicant resumes retained in your Applications Manager upon advert expiry	YES	YES	N/A
Auto-acknowledge applications tool - Acknowledge applications individually or in bulk with saved reply templates	YES	YES	N/A
Auto-count number of times your job ad has been viewed (with graphical data)	YES	YES	YES
Auto-count total number of job applications (with graphical data)	YES	YES	YES
Auto-count number of times your website link has been clicked	YES	YES	YES
Link to your advert included in our interactive world map	YES	YES	YES
On completion of your order, our system will generate for you a selection of potential applicants who match your job criteria	YES	YES	YES
Salary currency converter in your job advert	YES	YES	YES
Select up to 3 different email addresses to receive your job applications	YES	YES	YES

Orders & billing archive - download your invoices in PDF format	YES	YES	YES
Payment by credit card, bank transfer and Paypal	YES	YES	YES
All applicant resumes have been updated within last 90 days. Applicant is actively seeking job	YES	YES	YES
Comprehensive statistical advertising data	YES	YES	YES
Where required - Select to hide your company contact information in your advert	YES	YES	YES
Add multiple job credits at discounted rates	YES	YES	YES
Auto-advert repost - no need to reinput your previous text	YES	YES	YES
Extend duration of your advert up to 52 weeks at any time	YES	YES	YES
Dedicated Account Manager providing same day support via email	YES	YES	YES

**As Direct Link job applications are not submitted via the TEFL.com system, applications cannot be counted. However, your Job Applications Manager will include the resume and statistics for the job-seeker who have clicked on the "apply" button".

InstApply, Attachment and Direct Link Applications Explained

InstApply: When the job-seeker registers at TEFL.com, he or she creates a highly detailed online resume/ CV, a copy of which is included (with cover letter) when the applicant submits a job application.

Attachment: Instead of receiving a copy of the applicant's online resume, the recruiter may select to receive job applications as an attachment in either DOC[X], PDF, ODT, RTF or TXT formats along with a cover letter.

Direct Link: This option enables the recruiter to specify a link address (usually on the website of our advertiser) to route potential applicants to a bespoke application form or information page. When the job-seeker clicks on the 'Apply' button within your TEFL.com recruitment advert, they will be routed to the specified third-party website. The recruiter will be notified that a potential applicant has clicked the job 'Apply' button. The advertiser may also view the potential applicant's resume if required from within the client account.

Advertisement Updates Explained

We offer all our advertisers maximum exposure for their recruitment advertisements via our unique update system. At each update, your advertisement listing -

1. Jumps to the top of search results and appears within the TEFL.com homepage.
2. Appears within our homepage for 48 hours.
3. Appears within our daily newsletter for 2 issues.
4. Appears within our weekly newsletter. (See above for social media sharing).

e.g. When ordering a Daily updated, recruitment advert, your advert would appear at homepage every day as well as in each issue of our daily and weekly newsletters. Your advert would also jump to top of search results every 24 hours.

YOUR RECRUITMENT ADVERTISEMENT INCLUDED IN OUR DAILY, MID-WEEK & WEEKLY FREE NEWSLETTERS



For Job-Seekers:

JobLink Daily *Circulation c.8,000+* Daily jobs update for job-seekers

JobLink Weekly *Circulation c.10,000+* Weekly jobs update for job-seekers

Inspiring Teaching Destinations *Circulation c.27,000+* Weekly selection of jobs for job-seekers.

Summer Teach *Circulation c.27,000+*

Published every 2 weeks January - August. Selection of short-term summer teaching jobs for job-seekers.

For Recruiters:

Synthesis Daily *Circulation c.1,000* Daily resumes update for recruiters.

Synthesis Weekly *Circulation c.5,000* Weekly resumes update for recruiters.

We also distribute country-targeted job updates throughout the week.

BANNER ADVERTISING

Please request our Media Pack for banner advertising packages.

RECRUITMENT ADVERTISING RATES

Includes your advert at TEFL.com, in our Apps, newsletter/s and shared to social media

RECRUITMENT ADVERTISEMENT - 4 WEEKS DURATION	*Sterling	US Dollars	Euros
Monthly update	£43.00	\$52.00	50.00 €
Weekly update	£50.00	\$61.00	58.00 €
Twice weekly update	£108.00	\$131.00	125.00 €
Daily update (free Premium logo)	£200.00	\$243.00	233.00 €

RECRUITMENT ADVERTISEMENT - 8 WEEKS DURATION	*Sterling	US Dollars	Euros
Monthly update	£52.00	\$63.00	60.00 €
Weekly update	£93.00	\$113.00	108.00 €
Twice weekly update	£186.00	\$226.00	216.00 €
Daily update (free Premium logo)	£273.00	\$331.00	317.00 €

RECRUITMENT ADVERTISEMENT - 16 WEEKS DURATION	*Sterling	US Dollars	Euros
Monthly update	£85.00	\$103.00	99.00 €
Weekly update	£166.00	\$201.00	193.00 €
Twice weekly update	£299.00	\$363.00	347.00 €
Daily update (free Premium logo)	£327.00	\$397.00	380.00 €

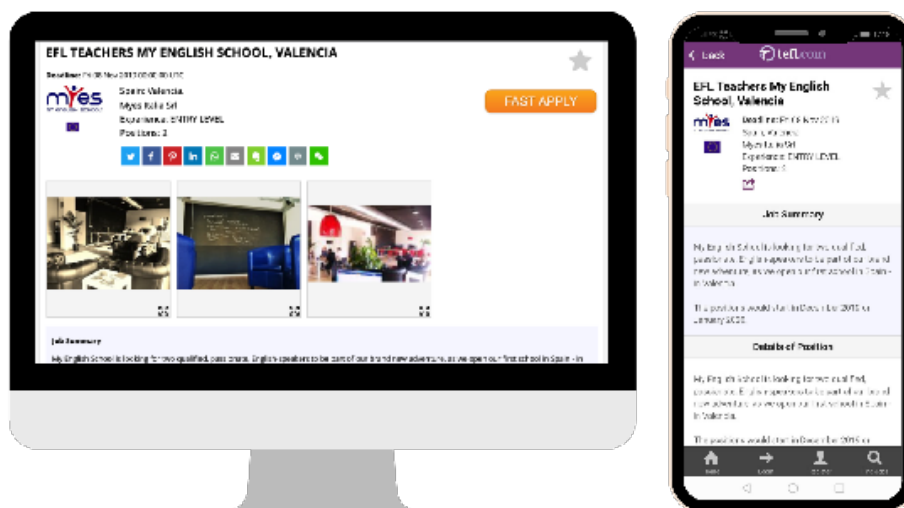
RECRUITMENT ADVERTISEMENT - 32 WEEKS DURATION	*Sterling	US Dollars	Euros
Monthly update	£160.00	\$194.00	186.00 €
Weekly update	£271.00	\$329.00	315.00 €
Twice weekly update	£341.00	\$414.00	396.00 €
Daily update (free Premium logo)	£363.00	\$440.00	421.00 €

RECRUITMENT ADVERTISEMENT - 52 WEEKS DURATION	*Sterling	US Dollars	Euros
Monthly update	£241.00	\$292.00	280.00 €
Weekly update	£299.00	\$363.00	347.00 €
Twice weekly update	£371.00	\$450.00	431.00 €
Daily update (free Premium logo)	£426.00	\$517.00	495.00 €

All daily updated adverts include FREE Premium logo.

Rates are UK pounds Sterling. Euro and US Dollar rates are approximate and for information purposes only.

Monthly & Weekly update packages are available only for face to face teacher recruitment advertising. Online teacher recruiters may select from twice-weekly and daily update packages.



DISCOUNTS

Discount Rates for Multiple Job Postings.

Postings	Discount
2	10%
3	11%
4	12%
5	13%
6	14%
7	15%
8	16%
9	17%
10+	20%

Applicant Pre-Screen

For more information, please visit <https://www.tefl.com/recruiter/psi.html>.

Duration (wks)	Sterling	US Dollars	Euros
4	£26.00	\$32.00	€30.00
8	£46.00	\$56.00	€53.00
16	£53.00	\$64.00	€62.00
32	£61.00	\$74.00	€71.00
52	£63.00	\$77.00	€73.00

ResumeView Credits

More information on ResumeView credits is available [here](#).

Quantity Credits	Sterling	US Dollars	Euros
2	£7.00	\$8.50	€8.00
5	£16.00	\$19.44	€18.59
10	£29.00	\$35.25	€33.70
20	£54.00	\$65.63	€62.77
50	£125.00	\$151.92	€145.30

Custom Homepage Photo

Your own photograph with your advert at our homepage.

£10.00 / US\$12.15 / €11.62

VAT will be added at the prevailing rate for applicable UK orders.

Our rates are UK pounds Sterling. Euro and US Dollar rates are for information purposes only.

All advertising at TEFL.com is subject to our Terms and Conditions at <http://tefl.com/about-us/terms-and-conditions.html>.

E&EO. TEFL Professional Network Ltd. 2023.