

21,287

Registered Users

120,000

Page Impressions per month

53,000

Unique Users per month



### Employee Benefits.co.uk

Launched in 2001, Employee Benefits.co.uk is the market leading website for reward & benefit professionals in the UK.

The site is principally a research tool and a reference source for information about employee benefits.

Its users include benefit and reward professionals but also includes anyone searching online for information about employee benefits.

### CONTACTS

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9,500

Page Impressions per month



### Advertising Opportunities

- Leaderboard £1,250 + vat per month (maximum of 3)
- Skyscraper £1,250 + vat per month (maximum of 3)
- Ribbon £1,000 + vat per month (maximum of 3)
- MPU £950 + vat per month (maximum of 3)
- Home Page "Takeover" (all of the above) £3,000 + vat per month

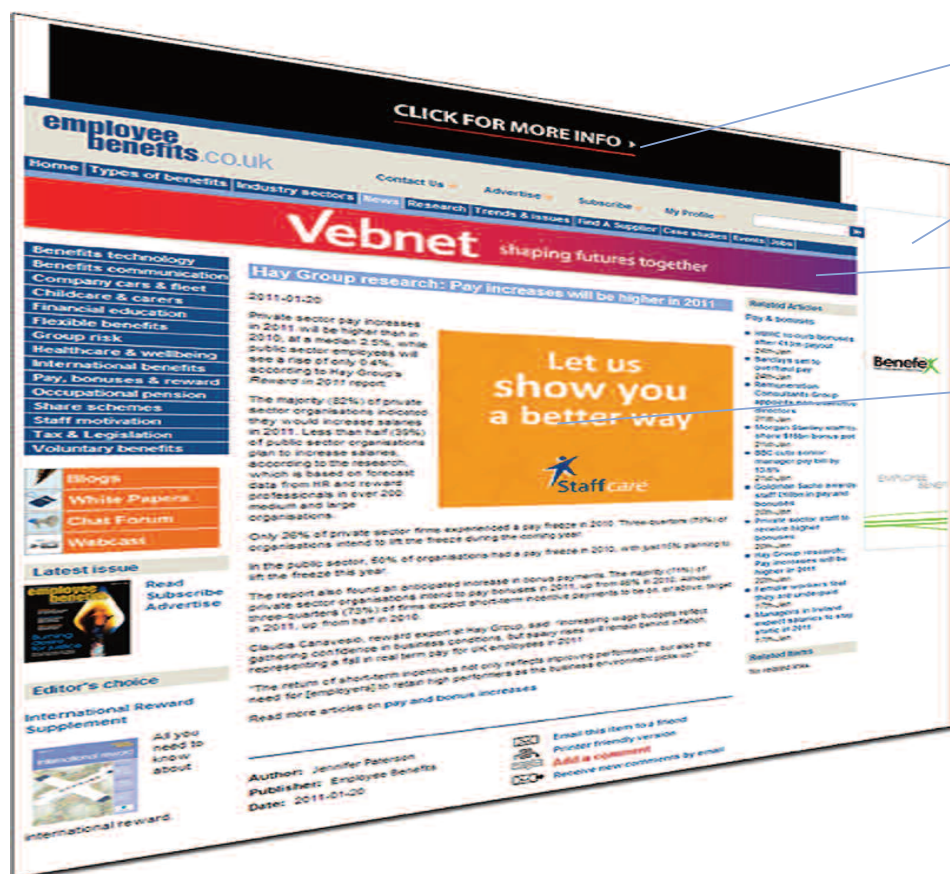


Google ranked No 1 in organic search when searching for "employee benefits"

Specs (pixels width x height) Leaderboard 728 x 90, Skyscraper 120 x 600, Homepage MPU 220 x 240, Ribbon 765 x 60

50,000

News Page Impressions per month



### Advertising Opportunities

Leaderboard £1,250 + vat per month (maximum of 6)

Skyscraper £1,250 + vat per month (maximum of 6)

Ribbon £1,000 + vat per month (maximum of 6)

MPU

Page Impressions	CPM	Rate
10,000	£85	£ 850 + vat
20,000	£80	£1,600 + vat
30,000	£75	£2,250 + vat
40,000	£70	£2,800 + vat
50,000	£65	£3,250 + vat

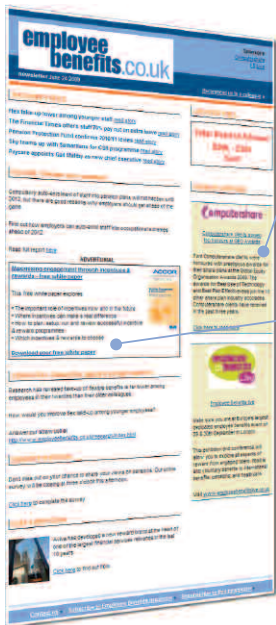
(the above will run on "run of site" news articles)

Specs (pixels width x height) Leaderboard 728 x 90, Skyscraper 120 x 600, Homepage MPU 220 x 240, Ribbon 765 x 60

16,800

News Alert Subscribers

### Option 1 Weekly News Alert



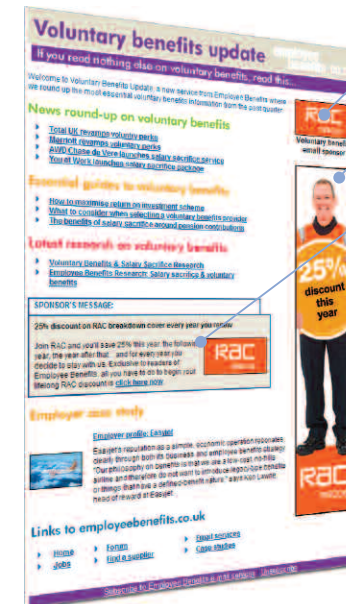
- Sponsors Message  
£950 + vat
- Sponsors Message with  
Leaderboard on site for 1 month  
£1,450 + vat
- Advertorial with Leaderboard  
on site for 1 month  
£1,650 + vat

### Option 2 Weekly News Alert "Takeover"



- Banner
- Skyscraper
- Sponsors Message  
Leaderboard on site for  
1 month
- RATE £2,500 + vat

### Option 3 Themed News Alert



- Logo
- Skyscraper
- Sponsors Message  
Leaderboard on  
site for 1 month
- RATE £2,500 + vat

## Channel Sponsorship

22,585

Channel Page Impressions per month

### CHANNELS

- Benefits Administration
- Benefits Communication
- Company Cars & Fleet
- Childcare & Carers
- Financial Education
- Flexible Benefits
- Group Risk
- Healthcare & Wellbeing
- Healthcare & Wellbeing
- International Benefits
- Pay, Bonuses & reward
- Occupational Pensions
- Share Schemes
- Staff Motivation
- Tax & Legislation
- Voluntary Benefits



### Channel Sponsorship

The channel sponsorship allows the sponsor to dominate a subject channel.

All information searched via the channel entry point will contain branding from the sponsor encouraging click-throughs to the sponsor site.

- Leaderboard on relevant pages
- Ribbon on relevant pages
- Skyscraper on relevant pages
- Logo
- 1 x MPU on relevant pages
- Button on Home Page
- Online Directory Listing
- Sponsors Message on E-News Alerts (per month)
- 5 x Sponsor Article Slots

### RATES (per month)

1 month	£2,500 + vat
3 months	£1,850 + vat
6 months	£1,500 + vat
12 months	£1,200 + vat

1853

Monthly Active Searches

150

Active Benefit Suppliers



Employee Benefits.co.uk has a dedicated search where benefit professionals can search for benefit suppliers and advisers.

Logo

150 words company profile

Company Information

Link to Site

Products & Services

RATES

12 month listing

12 month additional listing

£950 + vat

£350 + vat

### 7,500

Home Page Impressions per month

#### Audio and Visual Webcasts

The Webcast section of Employee Benefits.co.uk allows you to promote a video or an audio recording. This could be anything from seminars, training guides, interviews to general information on your company.

#### Promotion of your Webcast

- Webcast Button on Home Page
- Webcast Link on Home Page for minimum 2 weeks

RATE £500 + vat



9,500

Home Page Impressions per month

### White Papers

The White Papers section of Employee Benefits.co.uk allows you to promote a corporate document. This could be anything from a report, a guide, or training documents.

### Promotion of your White Paper

- White Papers Button on Home Page
- White Paper Link on Home Page for minimum 2 weeks

### RATES

1 White Paper	£300 + vat
2 White Papers	£500 + vat
3 White Papers	£650 + vat



3,517

Active Job Alert Subscribers

1,500

Monthly Page Impressions

Employee Benefits.co.uk has a dedicated jobs search where our 16,800 registered users can search for jobs in the following fields:

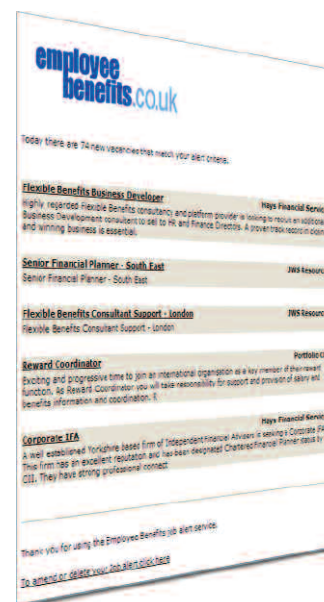
- Benefits / Compensation / Reward
- Pensions
- Payroll / Administration
- Consultants / Advisers

All jobs posted on Employee Benefits.co.uk are emailed out daily to the 3,514 matching candidates subscribing to our daily job alerts.

Jobs remain live on the site for 28 days.

Daily Jobs Alert

Jobs Page



RATES

Job of the Week

Featured Job

Hot Job

Single Job Posting

£650 + vat

£450 + vat

£400 + vat

£250 + vat

### Campaign Requirements

**1. Advertiser Name:** (the name you would like the campaign booked under)

**2. URL:** (the page the client would like the creative to link to)

Ad type	Pixel size	File Size	File Format
Leaderboard	728 x 90	no more than 35Kb	.gif or Flash file (.swf)
Skyscraper	120 x 600	no more than 35Kb	.gif or Flash file (.swf)
Banner	468 x 60	no more than 35Kb	.gif or Flash file (.swf)
Ribbon	765 x 60	no more than 35Kb	.gif or Flash file (.swf)
Home Page Button	120 x 60	no more than 35Kb	.gif or Flash file (.swf)
MPU	300 x 250	no more than 50Kb	.gif or Flash file (.swf)
In-Page Unit	220 x 240	no more than 35Kb	.gif or Flash file (.swf)

**4. Additional notes for Flash developers:** If supplying Flash (.swf) creative please ensure that the ActionScript code below is included in the creative, in order to open a new window:

```
on (release) {
  getURL(clickTag, "_blank");
}
```

**4.1** A back-up .gif should be provided for all creative

**4.2** Hard-coded click URLs should not be used.

**5. Email newsletter creative's:** If supplying creative's for Email newsletters, please be advised that these should be provided in .gif format only.

**6. Additional notes for creative served from a third-party system:**

- Creative must accept third party click tracking
- Creative must be able to accept cache-busting code
- Rich media code should launch the pop-ups/popunder
- Third-party JavaScript code is acceptable
- Creative should not be frequency capped at the third-party side unless approved in advance

### 7. Rich Media

- All Expandable/Retractable Units, In-Page Video Units, Pop-Up or Pop-Under & Floating Units must be supplied in 3rd Party Ad Tag format preferably from a 3rd Party Ad Tag provider.
- All Rich Media creative must include a 'Close' button.
- Audio Initiation must be user initiated.
- If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video limit of 1.2MB.

Please be aware that the guidelines above must be fulfilled in order to upload ads onto your requested site.