

# Recruitment Advertising Opportunities

## Professional Placements

**AU\$1960 (inc GST) per placement**

Professional Placements is a premier service for companies with executive-level employment opportunities looking to get maximum exposure from their advertising.

Professional Placements has a dedicated section on the *BioTechnologyNews.net* (BTN) bulletin (figure 1) and homepage. The service includes:

- A static sponsor logo on the Professional Placements listing on the bulletin and homepage
- An animated square button and sponsor logo along with the full job description on the website (figure 2)
- You may supply your own artwork or we can design a button for you at a cost of AU\$385 (inc GST). Both the logo and button can link through to your company's website.
- The advert will run for a period of one month, or until the position has been filled, whichever comes first.
- The job title and brief summary will be displayed for at least one day on both the e-bulletin and homepage. Thereafter, the advert will be displayed on the Professional Placements page on the website.

## Artwork Specifications

Sponsor Logo - 125 x 40 pixels, <25KB jpeg or gif file  
 Square Button - 125 x 125 pixels, <40KB jpeg or gif file

## Cancellation Fees

- A cancellation fee of 25% will apply if your **online booking** is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.
- A cancellation fee of 25% will apply if your **online booking** is cancelled 14 days before the scheduled booking deadline. \*
- A cancellation fee of 50% will apply if your **online booking** is cancelled after the nominated booking deadline and before the scheduled production deadline. \*
- A cancellation fee of 100% will apply if your **online booking** is cancelled after the scheduled production deadline. \*

For the full terms and conditions, please see the 'Advertise' tab on the *BTN* website or call your *BTN* sales executive.

\* All scheduled booking and production deadlines as supplied by your sales executive. Please feel free to contact your representative for further information and clarification.

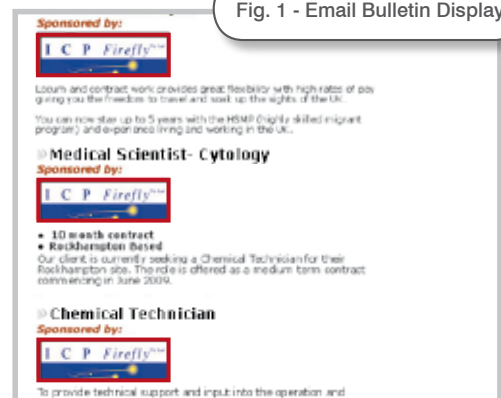


Fig. 1 - Email Bulletin Display



Fig. 2 - Full Display on Website