



**£2,000**

Normal price £4,900  
59% Discount

## Leadership/Heads of

Suitable for Heads of, Leadership, difficult to fill roles such as Maths and Science teachers, also difficult locations to recruit in.

### SNAP

"SNAP is a targeted amplification platform which uses Facebook and Twitter to raise awareness of your vacancy to a passive audience; an audience who may be inaccessible via conventional recruitment methods. It can be used to reach out to particular education groups specific to an opportunity, in addition to targeting demographics, or meeting diversity requirements."

### Google Package:

PPC & Display £1,000 (fees and spend all included within this) Locations – 1-3 (max)  
Number of different job roles – 1-2 (max)

### Guardian:

#### Enhanced Listing

One Month – Will advertise your advert with a shaded background along with School branding.

160mm x 94mm Full Colour Print Advert 1 x insert into Tuesdays Education Guardian, where we carry all school, FE/HE roles.

#### Job Refresh

Refreshing your role treats it similarly to a role newly posted on the site. Your job will appear at the top of browsing searches, and will be included again in job alerts to candidates.

#### Audience Match

50k pi MPU – 50k impressions: Using behavioural targeting, Guardian are able to capture information about their readers and display smart, relevant adverts based on the type of content they are engaging with.

#### Keyword Sponsorship

This is where you can sponsor a specific word or term and appear at the top of the results within that category. For example 'Maths Teachers' – all candidates searching that term would find your Job at the top.

