

TESS recruitment

Helping to find the best Scottish
teachers for over 40 years



November 2011

TESS

Helping to find the best teachers for over 40 years

The Times Educational Supplement Scotland (TESS) is the number one destination for teachers. Whether looking for jobs, classroom resources, advice on anything from behaviour management to interview skills, news and opinion, or just somewhere to chat to like-minded professionals, TESS is the place to go.

At the heart of the teaching community, TESS takes great pride in being the trusted name in education. Offering a wealth of multimedia platforms and services to every type of professional in education, its core value remains its commitment to helping improve the standard of teaching.

5.9 million

monthly visits to the TES website¹

80,000

visits each day to tes.co.uk/jobs and tes.co.uk/scotlandjobs¹

99%

of advertisers would use TESS and TES again²

More than just an advertising platform

TESS continues to support and assist schools in finding the right people, and we don't stop there. With over 100,000 free resources, TESS, as part of TSL, is the largest network of teachers in the world.



We provide a free online community for schools to collaborate and share information. Our goal is to make procurement quicker and to deliver real cost savings to all our members.

tesbuywire

We provide the latest technology at no charge to make the recruitment process quicker and easier for our clients and jobseekers alike.

HireWire

We help new teachers find their way from training to their first steps into the classroom.

tes new teachers

We support teachers in their new roles with the world's largest collection of free teaching resources.

tesresources

We provide specialist one-to-one online maths tutoring for students in schools and homes across the country.

tesbrightspark

From videos to prospectuses, recruitment adverts to design consultancy, our professional design studio can help you communicate clearly, build your brand and attract the best candidates.

tes creative

We help recruit, train and develop the leaders of your school.

tes prime

The essential resource for teachers and career professionals supporting young people's future ambitions.

tes growing ambitions

TESS

TESS Print

TESS is Scotland's leading teaching publication. We are the only magazine dedicated to the whole spectrum of the teaching profession, providing the biggest and broadest selection of jobs in education every week.



6,176

copies of TESS circulated per week¹



Neil Munro, Editor of the Year, Business and Professional Magazine, PPA Scotland 2009

Business and Professional Magazine of the Year, PPA Scotland 2008

Run-til-fill guarantee

We are so confident that we will fill your vacancy that we guarantee that, if you don't fill your vacancy first time around, we'll give you 15% off your second advert. If you still can't fill it then we'll run it for free until you do.



1. Your subsequent advert needs to run within an eight week period following the previous advert to qualify for the Run-til-fill offer.
2. Only the original job(s) specified in the first two adverts may be advertised again. Different positions at the same establishment may not be.
3. Composite adverts cannot take advantage of this offer.
4. Other exclusions may apply. Please call 020 3194 3050 to check whether your advertisement is eligible.
5. This offer is available to UK teaching organisations and LAs only.
6. Prices as at September 2011 and are exclusive of VAT.
7. A full set of Terms and Conditions of Sale are available on www.tes.co.uk

With over 1.6 million members, over 100,000 online teaching resources and over 100 million downloads to date, the award winning www.tes.co.uk is the largest network of teachers in the world. We use sophisticated web-tracking techniques and on-going candidate research to better understand the job search journey.

Targeted campaigns deliver better results

When you place an advertisement with us, our experienced consultants will give you the best advice on choosing the right package for your needs to achieve the most accurate matches to your vacancy, saving you time and money.

Our new premium online advertising packages also match relevant jobs against candidate's latest saved search criteria and profile information to ensure your recruitment campaign delivers a targeted result.



2.5 million monthly visits to the Jobs section¹

87% of TES ads result in an appointment²

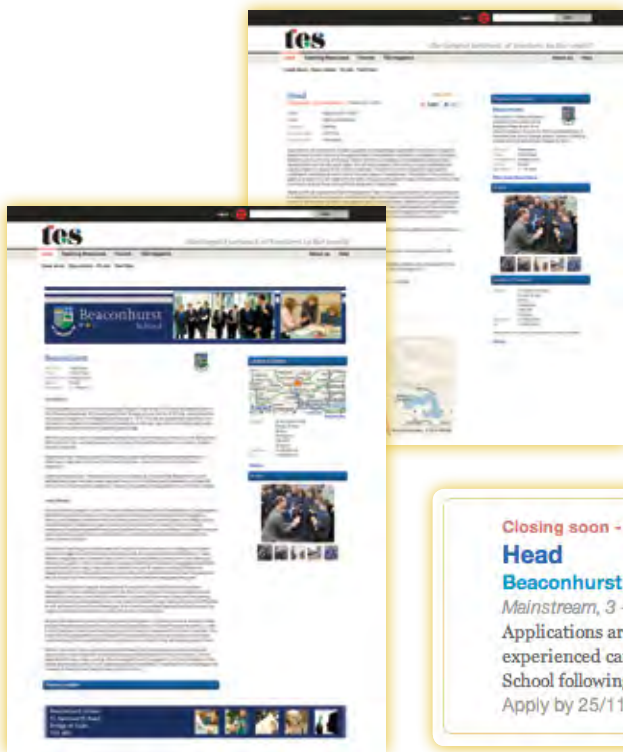
PPA Digital Product of the Year 2011

TESS advertising rates 2011/2012*

Our combined print and online platforms mean that your recruitment advertising will reach the widest possible audience of active and passive job seekers.

TESS Online

Online we offer four packages which can be enhanced through a variety of additional features to drive maximum response.



Gold – maximum impact to a targeted audience

Gold adverts appear at the top of the searches. These ads are shown six times more often than a standard Bronze. They offer you the maximum way to inform potential candidates and showcase your school or brand.

Closing soon - 25 November 2011

Head Beaconhurst

Mainstream, 3 - 18 years (Mixed), Independent
Applications are invited from suitably qualified and experienced candidates for the post of Head of Beaconhurst School following the appoint...
Apply by 25/11/2011



Stirling
Highly competitive



Silver – high impact to a wide audience

Silver adverts appear higher up the search results and are shown four times more often than Bronze. They offer a good way to highlight the benefits of your school or brand to potential candidates.

Head of Junior School George Watson's College

The person appointed will already have senior management experience in a Junior School; will be highly qualified; will possess vision for th...
Apply by 05/12/2011, Job start August 2012



GEORGE
WATSON'S
— COLLEGE —
City of Edinburgh



Bronze – reaching the largest network of teachers in the world

Bronze is our entry level package for teaching roles. The package reaches a TESS online audience and is viewed on average over 500 times.

Headteacher St Francis Primary School

Apply by 27/11/2011

City of Glasgow
£50,859.00

Starter – exclusive affordable online advertising for teaching assistants and non-teaching support roles

*These rates apply from 16th September 2011. Print adverts may only be placed with an Online package, however Online only packages may be purchased.

FEATURES	GOLD £1,050	SILVER £800	BRONZE £550*	STARTER £199
Job Listing	✓	✓	✓	✓
Job Listing Map Pin	✓	✓	✓	✓
Job Description	✓	✓	✓	✓
Embedded Video**	✓	✓	✓	✓
Employer Location and Contact	✓	✓	✓	£25
New Job Alert Flagging	✓	✓	✓	£30
Job Interactive Map	✓	✓	✓	£50
Job Listing Summary	✓	✓	£50	£50
Employer Logo	✓	✓	£50	£50
Job Premium Alert Flagging	✓	✓	£50	£50
Employer Summary	✓	✓	£50	£50
Photos	✓	✓	£50	£50
Job Attachments	✓	✓	£50	£50
Premium Job Listing Map Pin	✓	£10	£10	£10
Branded Employer Profile Page	✓	£500	£500	£500
Employer Video Production	£ p.o.a.	£ p.o.a.	£ p.o.a.	£ p.o.a.

Specifications for Gold & Silver Online Packages

All images must be supplied as JPEG files at 72dpi.

School Logo
120w x 60h pixels

Background Image
618w x 180h pixels
Set graphics to low opacity (10% to 20%)

Header
940w x any height
(up to 177 pixels)

Footer
940w x any height
(up to 136 pixels)

***BRONZE COMPOSITE £1,100**

In TES for the first 2 vacancies, £300 per vacancy thereafter. In TESS for the first 1-99 vacancies.

**Subject to purchasing a video through TES Creative.

Enhance your chosen package with these premium products:

Featured Job..... from **£150**

Homepage: £300 International Channel Pages: £300
New Teacher: £150 FE Channel Pages: £300

Sponsored Job..... **£250**

- Prominently placed outside the natural search listings
- Choose to appear by subject: e.g. Maths, English; by location e.g. London or by type e.g. secondary, primary
- Must be booked in conjunction with the Silver or Gold package

Contextual Ad..... **£250**

My Jobs – matching jobs against candidate's latest saved search criteria: £250
Talent Bank – matching jobs against candidate profile information: £250

Channel Job of the Week..... from **£300**

FE Teaching Channel: £450 Primary Teaching Channel: £300
Headteacher Channel: £450 Secondary Teaching Channel: £450
Independent Senior Teaching Channel: £450

Job of the Week..... from **£450**

Homepage: £650 International Channel Pages: £450
FE Channel Page: £450

Featured Employer / Group Featured Employer..... from **£750**

- This is a branded prominent position for the institution rather than the individual vacancy
- Ideal for when your client has multiple vacancies or attaches an importance to their brand

Homepage: **£1,000** Independent Senior Teaching Channel: **£750**
FE Channel Page: **£750** International Channel Pages: **£750**
FE Teaching Channel: **£750** Secondary Teaching Channel: **£750**
Headteacher Channel: **£750** Primary Teaching Channel: **£750**

Helping to find the best teachers for over 40 years

Print Packages

Product	Benefits	Price
Colour Rate	Colour gives your clients' ads greater stand out and increases the likelihood of a successful appointment. TESS is an all colour publication.	• £38 per column centimetre
Joint Rate for TESS and TES	Advertise in TES and TESS and get 36% off the rate card price for both adverts.	• 36% off the rate card price for both adverts
Joint Rate for TESS or TES + THE	Advertise in TES or TESS and the THE (Times Higher Education) and get 25% off the rate card price for both adverts.	• 25% off the rate card price for both adverts
Mono Rate <small>For TES only</small>	The most basic of our print options allowing your client to access TES readership of 408,000 teaching professionals .	• £28 per column centimetre
New Featured Position <small>For TES only</small>	These five positions are located in areas of TES Jobs which are viewed by most readers. They will give your client the highest possible number of views to their print ad and are more likely to result in a higher response to their ad.	Prices vary according to advert size & position: Front page – first advert anyone will see • 24cm x 7cols £11,491 • 12cm x 7 cols £5,746 Inside front cover or inside back cover • 33cm x 8cols £11,035 • 16cm x 8cols £5,350 Index page – used by most readers so provides high read and response • 14cm x 8cols £5,746 Back cover – visible through polybag • 33cm x 8cols £11,035 • 16cm x 8cols £5,350
New Premium Position <small>*must be booked in conjunction with a Gold online advert. For TES only</small>	Premium positions can be allocated by subject and by role, e.g: primary or secondary, and by post e.g. headteacher, deputy headteacher. These positions target your clients advert more efficiently making the responses they get more relevant, saving administrative time both processing responses and in the interviewing process.	• 32cm x 8cols £11,187* • 16cm x 8cols £5,594*

Key Information

Magazine publication day

Weekly, every Friday.

Booking deadline

2pm Monday the week of publication date for adverts to be set and styled by TES.

Free proofing deadline

2pm Monday the week of publication date.

PDF copy deadline

To be received by 10am Tuesday the week of publication date for adverts supplied as PDF via email to artwork@tes.co.uk.

Please note that we no longer accept quick cut.

Corrections

10am Tuesday for adverts being published on the Friday of that week.

Cancellations

10am Tuesday for adverts due to be published on the Friday of that week.

Sizing and Process for Print

Type area – TESS

Front page of Jobs section: 240 x 194.5mm / Other pages: 260 x 194.5mm

Type area – TES

Front page of Jobs section: 240 x 227.25mm / Other pages: 330 x 260mm

Columns

TESS – 6 columns to a page, column length: 260mm

TES – 8 columns to a page, column length: 330mm

Column widths

1 column 30.75mm 4 column 129mm 7 column: 227.25mm
 2 column 63.5mm 5 column: 161.75mm 8 column: 260mm
 3 column 96.25mm 6 column: 194.5mm

Digital artwork delivery

- High res PDF is the preferred method of receiving both mono and colour adverts and allows you to retain the best control over your advert
- Please email your artwork to artwork@tes.co.uk
- We do not accept files in Microsoft Office or Publisher

Key Package Features – Glossary of Terms

Job Listing

Your job will be displayed in the results list when a user searches on the jobs section of the TES website. This includes school name, vacancy position, job application closing date and job start date.

Job Listing Map Pin

The job advertised is displayed as a pin on the map view, enabling users to immediately see the geographical location of the vacancy.

Job Description

The full detailed job description which appears on the jobs details page of the TES website.

Embedded Video

We will embed any promotional video produced by TES Creative in a job listing for free. This presents the opportunity to speak directly to candidates to explain exactly what the school is looking for. This is useful for all roles particularly hard to fill positions and is an excellent way of engaging overseas candidates.

Employer Location and Contact

A design feature on the jobs page where school location and contact details are displayed in a separate panel. This adds instant clarity to the page and is also useful when the application and location addresses are different.

New Job Alert Flagging

A prominent alert which appears next to a job advert, increasing exposure to a listing. The alert is labelled i.e. 'new this week'.

Job Interactive Map

Contained in the job details page, candidates can interact with the map allowing them to engage with the location of the vacancy in relation to where they live.

Job Listing Summary

The job listing summary appears on the jobs results page and is 140 characters. It is a high level overview of the job immediately engaging to the right candidate to prompt them to click through.

Employer Logo

This is a school's logo, which will appear alongside the job advert to enhance the brand and prominence of a listing.

Premium Job Alert Flagging

Premium job alert flags make job listings more prominent to candidates by highlighting them on the website. Unlike other ads, they notify candidates of the status of the job and closing date, maximising ad response.

Employer Summary

Placed on the job details page and provides a brief overview of the school such as information about size and type.

Photos

Employers can have up to 20 photos displayed as part of their advertised job. This allows the vacancy to be branded and provides a visual insight into the school environment. It will also assist overseas candidates who might not be able to visit the school to get a real view of the institution.

Job Attachments

These are job attachments relevant to the application process of the advertised vacancy such as full job description, application form, school profile and department information.

Premium Job Listing Map Pin

Premium jobs will be displayed with a more prominent listing pin on the map view, increasing an advert's visibility.

Branded Employer Profile Page

A separate and fully branded page designed to enable delivery of a tailored and fuller description of the school in order to attract candidates best suited to the school's culture and ethos. Employers can specify exactly what is expected of an employee such as commitment to extra curricular activities. This important information increases the effectiveness of an advertised vacancy by ensuring that highest calibre and best fit candidates apply.

Employer Video Production

TES Creative provides an employer video production service. Employers can choose from two video options: a lower cost showcase video and a professional video. These are designed to give a comprehensive insight into the school and role advertised to better engage candidates, including those based overseas. Employers are then able to embed a TES Creative produced video into their job listing for free. Employers can also upload up to 4 TES produced videos to their branded employer profile page to showcase their school.