

Jobcast. Recruitment on film.

Jobcast is a revolutionary video recruitment service exclusive to Reed, which fits effortlessly into the online world of today's job-seekers.

Attracting talent is a challenge - even for big brands. That's why Reed have launched Jobcast, a service that uses video to profile recruiting organisations in front of the largest pool of active jobseekers in the UK. Clients get the opportunity to showcase their brand, office culture, atmosphere, location and even their canteen!

Recruitment has moved on a bit from the days of print advertising. Now businesses can demonstrate what makes them unique using the most powerful medium - film.

All videos can be downloaded to an ipod, or any other MP4 player - that means Jobcasts are portable, allowing potential talent to view at their convenience. Also, a Jobcast can be viewed on the job results page, meaning the service becomes a natural part of the jobseekers journey.

This is the future of recruitment. Be part of it.



Candidates can view the video online or download to an MP4 Player.

Why have a Jobcast?

- Stand out from the competition and communicate directly to potential employees.
- Promote your employer brand in front of a million unique jobseekers every month.
- Be innovative - candidates are attracted to organisations who take recruitment seriously.
- Engage with potential employees in way that suits them.

www.reedjobcast.com

How much does Jobcast cost?

There are two ways customers can use Jobcast:

→ Host a Jobcast

For customers who have already created suitable content or wish to produce one for themselves.

Activity	Charge
Hosting fee	£400 per month

→ Create a Jobcast

For customers who would like Reed to create a Jobcast for them.

Activity	Charge
Production, film, edit, conversion to MP4, DVD despatch, 1 month hosting, profile page	£9,999



Additional Services

Additional Services	Charge
Marketing the service; Targeted e-comms campaign to database	£200 per 1,000 emails
Emails to premium candidates (£50K+)	£100 per 50 emails
Featured recruiter (default video on homepage)	£1,000 per week



Embrace the future

Jobcast is the future of recruitment. Be part of it. Contact us today and join the revolution.

Call us on 0870 720 1014 or email create.jobcast@reed.co.uk to find out more.

www.reedjobcast.com