

Job Advertising Rate Card

January 2010

Executive Summary

EuroBrussels has been the number one job site in Brussels since 2001. Our strongly focused readership are qualified professionals, actively seeking to improve their career opportunities in European Affairs.

Every month EuroBrussels has over 250,000 visits and around 100,000 unique visitors every month. More than 50,000 of them subscribe to our weekly newsletter.

We have a large, but focused, audience that you can reach quickly and easily for very fair prices. Your ads can be online within a couple of hours, giving immediate results.

About EuroBrussels.com

EuroBrussels collects and displays most European Affairs jobs that would otherwise be scattered on multiple websites which are normally hard to find. EuroBrussels provides this service for well-educated European professionals who want to work in law, politics, economics and communications in Brussels, and other cities with European Affairs and International Relations jobs across Europe.

Through professional experience we know the European Affairs community, its institutions, organisations, websites and working procedures – which is why we have been able to create a pioneer service for a large international and professional audience. You can reach this audience easily, quickly and at very reasonable prices.

Contact	Lars Peter Svane Marketing Manager e-mail: Lars@eurobrussels.com Phone: +32 2 790 32 00
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Job Ads on EuroBrussels at a Glance

Prices for Job Ads

EuroBrussels is focused, reaches more people, more often, more quickly, more easily, than any other Brussels recruitment medium. (And qualifying jobs get listed with us for free).

So what are the types of job ads? There are a few considerations before submitting a job to us:

- Is the job a European affairs job, listed on your own website? It could be listed as a single *Basic Job ad*.
- Do you want your logo next to your job listing and the job on the front page for two weeks? It could be a *Standard Job ad*.
- Do you want to have the job highlighted to attract more attention and listed in the Top Jobs box in the right column? Choose a *High Visibility Job ad*.

Whether jobs are within our free posting model, if they get hosted with us and with highlighting options give this price structure:

RATE CARD	
Format	Price
Highlighted Job Ad	€ 960
Standard Job Ad	€ 560
Standard Job Ad (NGO discount)	€ 280
Highlighted Job Ad (NGO discount)	€ 560
Basic Job Ad	Free
Promo Feature Listing	€ 2900 per week
	€ 7900 for a full month

For full details, go to our [recruit](#) page

Job ad advantages on EuroBrussels:

- Visibility to around 100,000 monthly users
- Visiting over 250,000 times per month
- New jobs get listed in 4 different newsletters sent to 50,000 subscribers twice each week
- Standard ads are shown on the front page for two weeks, and stay on the website for up to six.
- A vacancy can have almost any format, such as an HTML, PDF, Word document etc.

EuroBrussels audience:

- Around 30% of EuroBrussels' visitors are based in Belgium
- Over 80% have university degrees – many with additional degrees and doctorates mainly in law, economics, politics and communication

Do you want to **attract more attention** to your listing? Perhaps you need:

- A quick response for urgent recruitment
- To gain more responses to your job ad
- Marketing combined with recruiting

High Visibility Job Ads offer a highlighted job ad to make it stand out among other EuroBrussels job listings.

- Highlight your job listing with blue background on every page it appears on, and in the newsletter
- Your vacancy is shown on rotation in our ‘Top Jobs’ box on the front page for the full duration of your ad.
- Your logo just next to your job on every page appearing and in the newsletter
- Dramatically draw the European Affairs community’s attention to your organisation
- Your job gets listed above the Basic Job ads in all listings, frontpage, category, searches
- Option to have a full job discription page hosted on EuroBrussels.com



RATE CARD	
Format	Price
Highlighted job ad	€ 960
Highlighted job ad (NGO discount)	€ 560

Logo size in listing display: 80x40 pixels (we can help if you don't have the right logo size).

More flexibility, less hassle

Standard Job

Jobs outside the EuroBrussels free posting model, can be published on EuroBrussels as *Standard Job Ads*:

- Your job gets listed **above** the Basic Job ads in all listings and stays on the front page for 2 weeks.
- Your organisation's logo is shown in listings and searches next to job
- Option to post all kinds of job vacancies on EuroBrussels.com that are **outside our free posting model**
- Option to have a **full job description page hosted** on EuroBrussels.com

Gafta Trade Policy Advisor
 7 May GAFTA - Grain and Feed Trade Association, London (Deadline: 30 June)

Communication Manager
 19 Jun Common code for the Coffee Community Association, Bonn (Deadline: 25 June)

Communications Manager
 19 Jun eBio - European Bioethanol Fuel Association, Brussels (Deadline: 6 July)

RATE CARD	
Format	Price
Standard Job Ad	€ 560
Discounted Rate	€ 280

The **price** for a *Standard Job Ad* is €560. Discount rate of € 280 for NGOs (with charitable/ humanitarian aims).

Logo size in listing display: 80x40 pixels (we

can help if you don't have the right logo size)

Hosted on EuroBrussels – what does that mean?

Not all recruiters want (or are able) to post the job description on their own website – which means that we cannot link to it. Therefore we offer custom web pages specifically for your job vacancy, with your organisation's logo prominently displayed.

EuroBrussels.com – jobs in Brussels, EU Institutions and International Organisations

http://www.eurobrussels.com/eb_link_frame.php?link=

Mappy TEKST Surfer-Monk Web10 EuroBruss EBWiki Apple DR tv iGoogle Berlingske KD JP WA Borsen

EuroBrussels.com THE EUROPEAN AFFAIRS JOBSITE Free personalised KBC bank card [click here](#)

Pfizer EU Government & Public Affairs

Role Profile for a Temporary Contract (Interim Status)

Scope

The Pfizer EU Government & Public Affairs group in Brussels is seeking a **graduate student to undertake EU policy monitoring, research, and analysis and to assist in project management, political outreach and communication activities on key healthcare reform issues.**

The assignment is for one year, and will report to a Director, EU Government & Public Affairs. The particular policy areas may include a broad range of issues; from European research and innovation, public access to health and medicines information, national government prescription medicines reimbursement policies, parallel trade of medicines in Europe and disease area policies, such as oncology and cardiovascular disease.

Start Date: ASAP, 2007
Location: Brussels, Belgium
Type of contract: Interim Status

Background & Competencies Needed

The ideal candidate will have a graduate degree in EU political science, economics, law or public policy. Excellent English speaking and writing skills are a must, and additional European language skills are recommended.

Other skills

- Ability to conduct thorough research and provide detailed, clear and concise analysis
- Ability to use computer and internet technology efficiently for research, monitoring and communication activities
- Ability to learn quickly and work with minimum supervision

Main Responsibilities and Tasks

- Monitor EU developments in assigned policy areas
- Research, gather and analyze arguments in assigned policy areas
- Assist in writing and production of key internal/external policy-related documents
- Assist in organization of events, conferences and development of briefing materials
- Actively participate in team meetings

Please send your application to

Sarah De Donder
HR Process Coordinator
e-mail : sarah.deonder@pfizer.com

Most European Affairs jobs get listed on EuroBrussels for free and stay on the bottom half of the front page for 2 days. (If you wish your vacancy to have special highlighting or your logo displayed next to it, you should choose Standard Job or High Visibility Job.) So what are jobs inside the EuroBrussels scope? List of all conditions:

- The job must be a **pure EU Affairs job** and be located in **Europe**
- The job must require **university level degree**
- It must be a **paid job**, and not be part of a tender
- The full job description must be available at a **specific web page on your site**
- Free listing is **not available to recruitment agencies**

(Remember that jobs in accounting, IT, secretarial and administration (in Belgium) get listed for free on our sister site *BrusselsJobs.com*. And science jobs on *EuroScienceJobs.com*).

Promo Feature Listing – week long promotion up front

For the recruiter who urgently needs promotion of one or several jobs, we have an attractive job ad option. The *Promo Feature Ad* gets displayed at the very top of the front page’s job list – and stays at the top for a whole week! The recruiter can even advertise multiple jobs in such a single announcement, if needed.

This ad has a large logo (120 x 60 pixels) and a long job text (up to 300 characters). And it appears in a separate box. The cost of this option is € 2900 per week, and € 7900 for a full month.

See [example here](#):

Latest Jobs



[HTSPE Framework Contracts](#)
 HTSPE seeks experienced independent consultants to work on projects under the European Commission Lot 1: Rural Development & Food Security and Lot 9: Education, Employment & Social. Especially seeking Policy and service delivery in Education & Social sectors, Employment; Public Administration Reform; Poverty Analysis; Technology; Agriculture; Trade (incl. WTO)



Policy Advisor ✉
 8 Sep EGBA - European Gaming and Betting Association, Brussels (Deadline: 30 September)



European Advisor ✉
 5 Sep TuR&Bo - Turkish Research and Business Organizations, Brussels (Deadline: 30 September)

Banner and Newsletter Advertising

You can even advertise other commercial products to our niche audience. EuroBrussels offers three different types of inexpensive advertising on our media:

- Large impact **website banner advert** on each web page
- Targeted advertising on **specific pages** like education sector and law firms
- Strong twice weekly main **newsletter advert** (plus *Legal* and *Green* newsletter)

To give an example, you can book 100,000 page views of our monthly banner display for only € 1500. Or you can have your special text ad and logo in our weekly newsletter of 50,000 readers for just € 1200.

We also offer targeted advertising in our *Education & Courses* pages, plus *Law Firms* and *Consultancies* pages.

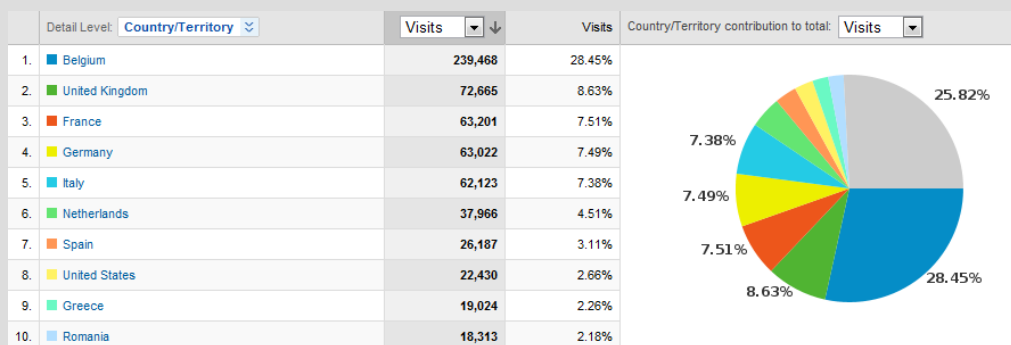
- Your logo, some text and link to your website will all appear in this prominent list, with prices starting at only € 500 for three months

Audience Demographics

The EuroBrussels audience has grown over seven years to include around 100,000 unique monthly visitors – without a large marketing budget. Why is that? Professionals who have been using our web site regularly continue to recommend EuroBrussels to friends and colleagues.

Country and language

- Most of our users live in Western European countries, with the largest share in Belgium, where they work in and around European Affairs. We do have users from every European country.
In other words, EuroBrussels attracts **European Affairs experts and expats from all over Europe**.
- Surveys show that we have many users living in Brussels, but their mother tongue is not necessarily French or Dutch. Our users are international networkers and career movers.
- Recent arrivals to Brussels as well as veterans



Source: Google Analytics for EuroBrussels.com 2009

- Around 30% of our visitors are based in Belgium.
- Five to eight percent from each of the larger EU countries like France, Germany, the UK and Italy

Age and gender

- A large share of EuroBrussels users are aged 25-34
- Average age **early thirties**
- We have an equal share of male and female users

Detail Level: Sub Continent Region	Visits	Visits
1. Western Europe	487,023	51.13%
2. Southern Europe	154,765	16.25%
3. Northern Europe	138,039	14.49%
4. Eastern Europe	87,730	9.21%
5. Northern America	34,610	3.63%

Current profession and Education level

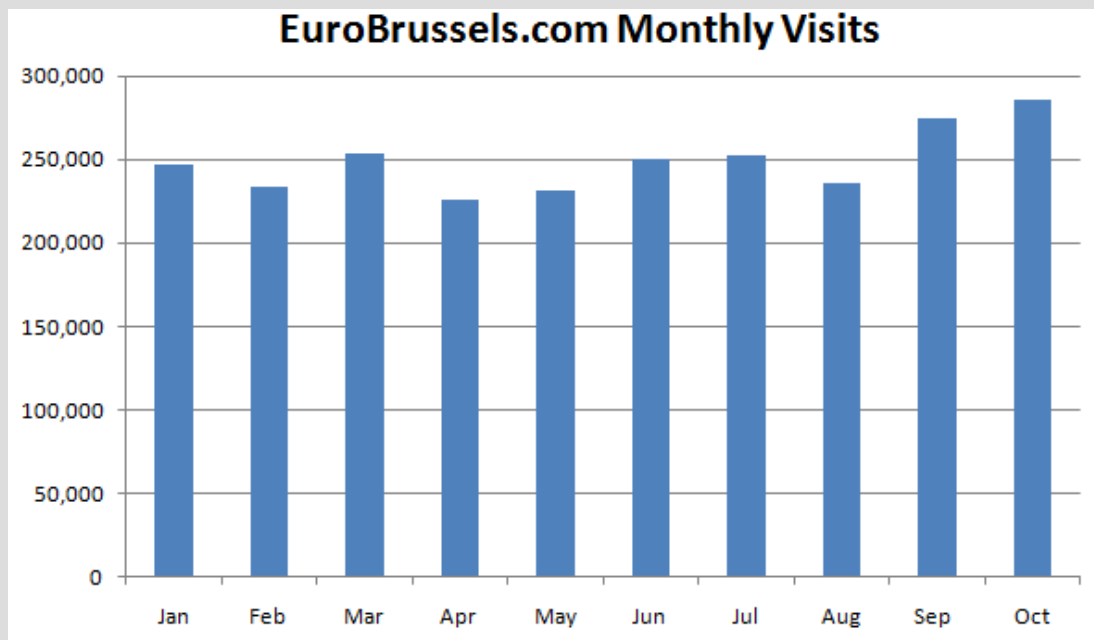
- EuroBrussels users are dynamic professionals
- Most of them are employed (but we also have large groups of students and jobseekers)
- Over 80% of our users have **university degrees** – many of them with additional degrees and doctorates mainly in law, economics, politics and communication

Web Site Traffic

EuroBrussels web traffic has been growing since launch in 2001. Key stats:

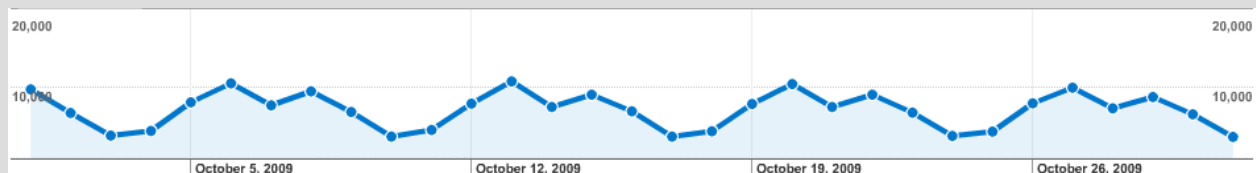
- Around 100,000 monthly unique visitors
- Over 250,000 monthly visits
- Around 1,000,000 monthly page views
- Over 50,000 weekly e-mail subscribers to our newsletter
 - *Legal Newsletter* and *Green Newsletter* launched summer 2008 with around 3000 subscribers each

Traffic 2009. The number of EuroBrussels' visits per month have grown to over 285,000 per month through 2009. On average each visitor visits around three times per month.



(Based upon the market standard statistics tool *Google Analytics*.)

Proof that the EuroBrussels Newsletters are being read! The main newsletter is sent to over 50,000 focused career movers, and website statistics illustrate the effect of those Tuesday and Thursday newsletters on EuroBrussels traffic.



Source: *Google Analytics* for EuroBrussels.com October 2009

EuroBrussels is focused, reaches more people, more often, more quickly and more easily than any other Brussels recruitment medium. And most jobs get listed with us for free.

Testimonials

"Thank you very much for posting our vacancy. We've had a great response, and are already selecting candidates. **Recruiting with EuroBrussels is very easy and efficient!**"
- Maaïke Matelski, Programme Officer Coalition for the International Criminal Court, August 2009

"We have had a huge response and have already found many suitable candidates for interviews. We have used your website already on previous occasions with success. I think it's the **best known EU-Jobs website in Brussels.**"
- Timo Schubert, ADS Insight, August 2009

The EuroBrussels team is helpful, friendly and fair. This adds to the good service of the website.
- Andrew Duff MEP, July 2006

We are very satisfied with EuroBrussels quick and efficient services. We are receiving quite a lot of application and we expect many more. We are confident that **we will be able to find the perfect candidate with EuroBrussels.com.** Many Thanks!
- Caroline Raets, EDMA - European Diagnostic Manufacturers Association, August 2009

Contact Info

We would be happy to create a unique package suiting your need. Please contact:

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Marketing Manager
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Phone: +32 2 790 32 00

Disclaimer

While EuroBrussels makes every effort to provide accurate and complete information, various data such as prices, specifications etc. may change prior to updating.

Terms and conditions for paying, content validation and acceptance

EuroBrussels.com is VAT registered. No VAT is payable if you are VAT registered (unless you are based in the UK). You will need to supply a VAT number to show your company is VAT registered. If your company is based outside of the EU, no VAT is payable in any case.

Please note we reserve the right to reject advertisements we consider unsuitable.

Invoices must be paid within 28 days of the invoice date, after which we will charge 30% interest per annum. We understand and will exercise our right to interest under the 'Late Payment of Commercial Debts (Interest) Act 1998' if we are not paid according to agreed credit terms.

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