

Penna Advertising Agency – Key Information

1. About Penna

Penna provides resourcing and HR consulting solutions. It is based in London and has over 300 employees. Penna's advertising team has won multiple awards and has extensive higher education experience, including with the University of York and the London School of Economics.

The Recruitment Guidance will be updated shortly to include key information about Penna's services. In addition, the HR Division and Penna will work together over the coming weeks to plan launch events for the University. These sessions will give you the opportunity to meet some of the Penna team, find out more about them and the services they offer and to discuss opportunities for more effective advertising. Further information will be provided to you once details are agreed.

2. Standard Advertising Process

- a) Department/institution RAS user produces advert(s) in the Recruitment Administration System (RAS) and selects desired media/publication dates. For media other than the Universities Job Opportunities pages and jobs.ac.uk (and Universal Jobmatch, for which adverts have to be placed directly on the Government's system), an email is sent to Penna which includes the advert text, desired media, publication dates and agency instructions.
- b) On receipt of the email, Penna will confirm receipt via telephone or email within 2 working hours.
- c) Penna will provide a proof and costs back by email within 24 hours from receipt of order. They will also confirm the deadline for final approval to achieve the desired publication date. No changes can be made after this time and failure to approval will delay publication.
- d) The department/institution should produce a purchase order on CUFS and send an electronic copy of this to Penna, along with an instruction to proceed with the advert. As an exception, where it is not possible to produce a purchase order in time to get the advert published when needed (e.g. because the department/institution CUFS user is on leave), the instruction to proceed can be sent without a purchase order. This will still need to be produced at a later date as part of the CUFS process but it will not need to be sent to Penna retrospectively.
- e) **Online adverts:** Penna will instruct the relevant site to upload the advertisement. This normally happens within 24-72 hours from receipt of client sign off of the cost of the advertisement. Please note that it is the control of the media with regards to their uploading times and Penna cannot be responsible for such processes out of our control. The upload times vary between publishers.
- f) **Print adverts:** please refer to the Penna media guide for a full list of media booking deadlines. All initial print advert requests via RAS (other than the Cambridge News; please see below) must be sent to Penna no later than 2 working days prior to the final approval (media booking) deadline.
- g) Penna will send an invoice to the department/institution contact who placed the advert. This will need to be paid according to the University's standard payment terms and using the normal CUFS process.

Penna has been provided with the details of University departments/institutions, their addresses and the details of key contacts so that the placing and invoicing of adverts can operate efficiently from the start.

3. Prices and Deadlines for University's Most Commonly Used Media

Media	Day Published	Deadline for Initial Request via RAS	Final Approval Deadline	Price¹
Cambridge News - print	Wednesday Friday	Wednesday prior, 3pm Friday prior, 3pm	Friday 3pm Tuesday 3pm	£38.00 for Wednesday and Friday insertions, including colour and on-line job listing.
Cambridge.jobsnow.co.uk - online	N/A	N/A	N/A	Standard online listing is free with a print advertisement (see above).
British Medical Journal – print and online (online must be used with print)	Saturday	Wednesday 3pm	Friday 3pm	Clinical research £44.78, general practice £42.89, whole supplement £61.83 plus 20% for colour. £138.55 for basic online listing.
British Medical Journal – print only	Saturday	Wednesday 3pm	Friday 3pm	Clinical research £40.77, general practice £37.80, whole supplement £55.12
Times Higher Education Supplement - print and/or online (online must be used with print)	Thursday	Tuesday 3pm	Thursday 3pm	£43.07 plus £391.50 for bronze solus online advert. Different options are available for composite adverts.
Times Higher.com - online	N/A	N/A	N/A	£391.50 for bronze solus online advert. Different options/prices are available for composite adverts.
Nature - print	Thursday	Wednesday 10am	Friday 10am	£60.29 (online for 60 days included)
Naturejobs.com - online	N/A	N/A	N/A	Online text only is free for 60 days. Impact package (which has 13 times more search optimisation) is £801.60. This includes all of exposure package, featured and highlighted upgrades and logo in search results.
Vet Record - print	Saturday	Friday 12 noon	Tuesday 12 noon	BVA member £29.33, non-BVA member £32.30
Vet Record Jobs - online	N/A	N/A	N/A	Online listing including logo: BVA member £51, non-BVA member £59.50. Leader board: BVA member £365.50, non-BVA member £408

¹ Price is per single column centimetres for print adverts and per listing for online adverts. Prices include Penna discount and commission, which are passed to the department/institution. Please note that Publisher's rates are subject to change and are correct at the time of collating this document.

Advertisements will be booked with the relevant media when email approval of the proof/costs has been given by the department/institution. Costs and deadlines for other media are available in the Penna Media Guide and from Penna upon request. Penna offer lower prices on all of the University's ten most commonly used print media and 80% of the University's ten most commonly used online media, as compared with our previous agency. All standard agency commission paid by the media (either 10%, 12.5% or 15%) is passed back to University in full. Additional discounts of 0.5% for THE and 1.5% for the Guardian are provided.

4. Penna's Key Advertising Services

Service	Cost ²
Placement of a standard advertisement in print media – this includes the production of an advert in the University's house style, copy-editing of submitted text within 24 hours and one set of author's corrections.	£50
Placement of a standard composite advertisement in print media – it is University practice to place composite adverts in the Cambridge News. This means that all University adverts for a particular day are grouped together so that there is only one header/footer. This splits the cost of shared areas (whilst retaining the content of each individual advert) and creates a better public impression. Penna will offer departments/institutions the option to place a composite advert in other publications where two or more are being placed in the same edition. Please be aware that the price quoted for a composite advert may change if one of the departments/institutions with a vacancy included in the advert decides not to proceed. In such cases, Penna will inform the other departments as to the change in cost and ask for their approval again.	£50 plus £15 for the second and each subsequent role listed. Costs will be shared equally.
Placement of a standard advertisement in online media – this includes the production and placement of a job posting, copy-editing of submitted text and one set of author's corrections.	£50
Placement of a creative advertisement in print media – this includes the production of an advertisement outside the normal house style following a comprehensive brief, one hour each of copywriting and Mac operation, half an hour of account coordination and media planning, 45 minutes of account management and one set of author's corrections.	£189
Placement of a creative advertisement in online media – there are many options available online –from banners and buttons to microsites – and those used can be simple or complex to suit department/institution requirements. Additional digital production charges will be dependent on the options chosen. Penna will seek department/institution approval of accurate quotations prior to starting any online projects.	£50 plus any hourly rates for digital production

² Please note that this cost is the cost of Penna's time, which is in addition to the cost of the advert itself. Please Section 3 for information on advert prices.

5. Penna's Additional Advertising Services

Service Requested	Timescale/Process	Price Per Hour
Media advice/research	24 hours for advice with no rationale. More in-depth advice with rationale takes 2-3 working days.	£45
Copywriting for standard house style adverts	Returned within 24 hours of brief. Where amendments are required, Penna will send back a revised proof within 4 working hours.	£55
Concepts and copy for one-off creative advertisements	Returned within 7 working days of brief.	Costs will be pre-quoted once Penna has a brief and charged in line with the hourly rates noted below
Concepts for large-scale campaigns	Returned within 5 working days of brief.	As above
First proofs of creative advertisements	Returned within 48 hours of concept and copy approval.	As above
Artwork	Artwork will be sent in .pdf format for approval. All associated costs, the media details and deadline for approval will be provided.	N/A
Stock images	Can be bought in within 24 hours.	Quoted depending on the stock used
Original photography or illustration	Can be bought within 24 hours, dependent on requirements.	As above
Design and development of interactive banners and buttons	Within 24 hours of cost approval.	Costs will be pre-quoted once Penna has a brief and charged in line with the hourly rates noted below
Design and development of campaign microsites	Between 5/10 working days, depending on complexity.	As above
Briefing calls or meetings	Within 48 hours of a request.	As above

Other hourly rates:

Account direction £65.00 per hour
 Account management (external) £60.00 per hour
 Account coordination (internal) £30.00 per hour
 Media research £45.00 per hour
 Media negotiation/planning £50.00 per hour
 Copywriting £55.00 per hour

Art direction £66.00 per hour
 Digital artworking £55.00 per hour
 Typesetting/production £45.00 per hour
 Web strategy £60.00 per hour
 Project management £60.00 per hour
 Search marketing planning £60.00 per hour
 Campaign analysis £60.00 per hour
 Market research and insight £60.00 per hour
 Digital creative direction £75.00 per hour
 Digital production £60.00 per hour


Please note: Charges will be calculated in 15-minute 'chunks' to accurately reflect work undertaken.


6. University Standard Advert House Style

Examples of the colour and black and white versions of the University's refreshed standard advert template are found below. The template has been agreed with the Office of External Affairs and Communications.

new style 110x83

new style 110x83

 UNIVERSITY OF CAMBRIDGE	www.jobs.cam.ac.uk/jobs
The Professorship of English and Applied Linguistics	
<p>The Board of Electors to the Professorship of English and Applied Linguistics invite applications for this Professorship from persons whose work falls within the general field of English and applied linguistics, to take up appointment on 1 September 2013 or as soon as possible thereafter. Candidates will have an outstanding research record of international stature in the field of English and Applied Linguistics, and the vision, leadership, experience and enthusiasm to build on current strengths in maintaining and developing a leading research presence. The annual pensionable stipend for a professor is on a scale from £65,435 to £132,860 with the possibility of market supplementation where appropriate. Standard professorial duties include teaching and research, examining, supervision and administration. The Professor will be based in central Cambridge.</p> <p>Further information is available at: www.admin.cam.ac.uk/offices/academic/secretary/professorships/ or contact the Academic Secretary, University Offices, The Old Schools, Cambridge, CB2 1TT, (email: ibise@admin.cam.ac.uk), to whom a letter of application should be sent, together with details of current and future research plans, a curriculum vitae, a publications list and form CHRIS/6 (parts 1 and 3 only) with details of three referees, so as to reach him no later than 26 March 2013.</p> <p>Informal enquiries may be directed to Dr Henriette Hendriks, Head of the Department of Theoretical and Applied Linguistics, Cambridge, telephone +44 (0)1223 767383 or email hpjmh2@cam.ac.uk</p> <p><small>The University values diversity and is committed to equality of opportunity.</small></p>	

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7. Contact Details

a) Day-to-day advertising - Recruitment Requests

Natalie Astill – Account Co-ordinator

Natalie will be your first point of contact for all your day-to-day recruitment requirements and will be a valuable member of your team. As an Account Co-ordinator her role involves providing an internal support function and she will manage and process all of your advertising requests, providing media advice, submitting proofs, deadline information, negotiating and booking of media space and answering general day-to-day enquiries.

Telephone: 020 7332 7791 **Email:** natalie.astill@penna.com

Harpreet Lamba

Harpreet will support Natalie your day-to-day recruitment requirements and is a valuable member of your team to cover those peak periods where required. Harpreet and Natalie will work together on your account so to ensure an efficient day-to-day service delivery.

Telephone: 020 7332 7910 **Email:** Harpreet.lamba@penna.com

b) Projects/campaigns

Client Delivery Manager

Your Delivery Manager could be a one of six CDMs. We will specifically assign a CDM depending on your individual project requirements thus matching the skills of the team to your needs. Based in our London office they have the full support of our centralised Delivery Team and will provide critical support to Michelle throughout this partnership ensuring that all strategic and projects/campaign requests are delivered against your requirements.

c) Escalation – day-to-day service queries

Shaun Samaras – Client Services Supervisor

Shaun is the Supervisor for the Delivery Team here at Penna; his role involves providing a supervisor support function on your day-to-day advertising requirements and ensuring that they deliver all of your advertising requirements.

Telephone: 020 7332 7786 **Email:** shaun.samaras@penna.com

Sonia Tanda – Client Services Team Manager

As Manager of the London Delivery Team, Sonia will oversee the entire operational process, your stated team above and the delivery of your advertising requests. She is responsible for quality standards and will be your first point of escalation for any Team operational related queries.

Telephone: 020 7332 7784 **Email:** sonia.tanda@penna.com

d) Strategic contacts

Alan Warner – Senior Client Partner-Education

Alan is our Education Sector Specialist and will be involved in the strategy planning of your account supporting Michelle to ensure that your overall Recruitment goals are met. Alan will work in complete collaboration with experts across the entire Penna business to achieve your objectives; specifically he will work with the support of the London Delivery Team.

Mobile: 07771 764084 **Email:** alan.warner@penna.com

Paul Cernicarho: Client Partner- Education

Paul will be involved in the strategy planning of your account working to ensure your overall goals are met. He will be your chief relationship manager owning the client development plan. Paul will work in complete collaboration with Alan Warner and all experts across the Penna business to achieve your objectives; again He will specifically work with the support of the London Delivery Team.

Telephone: 020 7332 7963 **Mobile:** 07715 690467 **Email:** paul.cernicharo-terol@penna.com

David Thompson – Contract Manager

David oversees your entire Contract ensuring that all services operate effectively. David is available as your main point of escalation for any Contract queries.

Telephone: 01454 205241 **Mobile:** 07917 639053 **Email:** david.thompson@penna.com

e) Wider Sector Specialists**Urmisha (Misha) Patel – Media Planning Manager/Strategist.**

Misha , with extensive knowledge of social media, campaign management and search – pay per click (PPC) and search engine optimisation (SEO) – alongside the idiosyncrasies of traditional media Misha will devise your complex long term media strategies, as well as plan and implement activity for smaller scale campaigns where required. Misha will ensure we recommend the right media mix based on your objectives and budget.

Telephone: 0207 332 7857 **Email:** urmisha.patel@penna.com

Jim Bloor – PPC and Media Manager

Jim heads up our search engine marketing capability. An Accredited Google Adwords specialist, fully conversant with online media solutions and PPC (pay per click) pricing models, Jim will work closely with your Penna Team to devise appropriate, innovative digital solutions that enables them to reduce costs and meet your overall objectives.

Mobile: 07501 034826 **Email:** jim.bloor@penna.com