

**BLD** 

**ADVERTISERS'**  
**MEDIA PACK**

[www.onlineBLD.com](http://www.onlineBLD.com)



## INTRODUCTION AND MISSION STATEMENT

BLD was launched in 2006 to make a real difference on diversity in the legal profession and it covers all black and minority ethnic (BMEs). There is no other publication like it in the UK.

## BLD AIMS AND OBJECTIVES

- Highlight, promote and champion diversity within the legal profession in the UK and internationally.
- Showcase the wealth and breadth of talent of black and minority ethnic lawyers.
- Create a dynamic forum of information, career development and network opportunities.
- Be a tool for all organisations when formulating or reviewing their Equality and Diversity/Anti-Discrimination policies, especially on recruitment and the diversity of the lawyers or organisations which have been, or are intended to be, instructed.
- Be a resource for lawyers, legal recruiters, job seekers, the public and those interested in pursuing careers in the law both within the UK and internationally.

## KEY BENEFITS OF ADVERTISING ON BLD

Some of the key benefits are:

- Reaching a wide range of users of legal services worldwide.
- Free listing.
- Delivery of an inclusive diverse recruitment strategy.
- Perceived and seen to be actively committed to diversity.
- Reliable compliance tool when formulating or reviewing Equality and Diversity/Anti-Discrimination policies.
- Cost-effective packages and rates.
- PR and marketing tool highlighting your commitment to diversity.
- Quality assurance guarantees:
- Advertisements are not live unless approved.
- Approved advertisements can be uploaded and live on the same day.
- Errors can be easily corrected.
- Advertisements can be amended/updated at anytime within the advertising period.
- Services accessible 24 hours a day, 7 days a week, 365 days a year.



## BLD PRODUCTS AND SERVICES

BLD has a dynamic and interactive website delivering a range of invaluable information and services including:

### Jobs and Career Development

- Careers and Talent Management services, including extensive and varied on-line job vacancies from the corporate sector to the public sector and the judiciary.
- Training workshops.
- Network events sponsored by some of the UK's largest law firms and organisations.
- Mentoring.

### BLD Publications

- The annual ground-breaking Black Letter Law publication showcasing black and ethnic minorities and their contributions in the UK legal sector and beyond.
- Quality monthly E-newsletters with regular expert contributions
- Legal Gateway Scheme brochures

### BLD Gateway Scheme

- The Legal Gateway Scheme which includes mentoring, workshops, work placements and school visits.
- Network and other events.

### On-line features

- Lawyer of the Month, featuring top UK lawyers in a variety of fields
- Search engine for lawyers and organisations according to their

locality, specialisms or keywords

- Careers advice and guidance
- Lawyers, trainees and pupil case studies
- Online publications

## BLD COVERAGE AND USERS

BLD also has paid members and members gain a host of benefits that includes access to over ten premier BLD events, including CPD accredited training and workshops, access to the mentoring programme and up to 25% discount on our ground-breaking Black Letter Law publication.

## PACKAGES AND RATES

PACKAGES	SUMMARY OF FEATURES	RATES	
ANNUAL PACKAGES	PLATINUM	Unlimited number of advertisements. Unlimited number of words. Side banner on the website listing all current job vacancies or side banner links to your job vacancy pages on your website. Advertisements in the E-newsletters. Banner in the E-Newsletter. 12 month duration.	£5000.00
	GOLD	Unlimited number of advertisements. 250 words per advertisement. Advertisements in the E-newsletters. 12 month duration.	£3000.00
	SILVER	Up to 12 advertisements. 50 words per advertisement. 12 month duration.	£1500.00
	STANDARD	Up to 5 advertisements. Limited to 25 words per advertisement. 12 month duration.	£500.00
	BANNER ADVERTISING	Banner on the website. Banner in the E-newsletters. 12 month duration.	£3000.00
SINGLE ONE-OFF PACKAGES	SINGLE JOB (BESPOKE WITH BANNER)	Single advertisement. Limited to 250 words. Side banner on the website listing the job ad. 4 week duration.	From £850. Email adverts@onlinebld.com with your specific requirements
	SINGLE JOB (BESPOKE WITHOUT BANNER)	Single advertisement. Limited to 250 words. 4 week duration.	£500.00
	SINGLE JOB (SUPER PREMIER)	Single advertisement. Limited to 150 words. 4 week duration.	£300.00
	SINGLE JOB (PREMIER)	Single advertisement. Limited to 50 words. 4 week duration.	£180.00
ANNUAL AND SINGLE ONE-OFF PACKAGES FOR CHARITIES AND NFPS ONLY	SILVER - CHARITIES AND NFPS	Up to 12 advertisements. 50 words per advertisement. 12 month duration.	£750.00
	STANDARD - CHARITIES AND NFPS*	Up to 5 advertisements. Limited to 25 words per advertisement. 12 month duration.	£360.00
	SINGLE JOB - CHARITIES AND NFPS*	Single advertisement. Limited to 25 words. 4 week duration.	£120.00

Please note that all ads are placed at the discretion of the publishers and all rates quoted are exclusive of VAT at the standard rate which is currently 15%.

## BLD ADVERTISING PACKAGES AND DETAILED FEATURES



	PLATINUM	GOLD	SILVER	SILVER (CHARITIES AND NFPS)	STANDARD	STANDARD (CHARITIES AND NFPS*)	SINGLE JOB (CHARITIES AND NFPS*)	SINGLE JOB (SUPER PREMIER AND BESPOKE)	SINGLE JOB (PREMIER)	BANNER ADVERTISING ONLY
<b>FEATURES</b>										
Unlimited no of adverts	✓	✓								N/A
Up to 12 adverts	✓	✓	✓	✓						N/A
Up to 5 adverts	✓	✓	✓	✓	✓	✓				N/A
Unlimited number of words	✓	✓								N/A
Up to 250 words per advert	✓	✓						✓		N/A
Up to 150 words per advert	✓	✓						✓	✓	N/A
Up to 50 words per advert	✓	✓	✓	✓				✓	✓	N/A
Up to 25 words per advert	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A
12 month duration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4 week duration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Adverts in the E-newsletters.	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A
Banner in the E-Newsletters	✓									✓
Banner on the website	✓							✓		✓
Option to link banner to job vacancy pages on your website	✓									✓

\*(Bespoke only)