Release overview table - Online campaign

Name of service	Standard	Pro	Professional support	Detailed explanation	Submission format	Deadline
Publication of a job advertisement on the ELTE Job Portal(allasborze.elte.hu)	unlimited	unlimited	unlimited	- 1 coverpicture (png or jpg, max. 1200x600 px) - 1 company logo (1:1 page ratio, max. 400x400 px sized png or jpg) - the job advertisement will be available for 30 days - az álláshirdetés és 30 napig elérhető	Advertising from here: https://allasborze.elte.hu/uj-allashirdetes/s/	2022.04.19
Sharing the job advertisement published on the ELTE Job Portal (allasborze.elte.hu) in the Facebook group called "ELTÉ-sektől ELTÉ-seknek" with 13000 members	3 jobs	5 jobs	10 jobs	Posting a clickable post with a picture and a short text, pointing to a job advertisement published on allasborze.elte.hu.	Please upload the advertisements to the allasborze.elte.hu page, in advance and upload the image and the text of the facebook post on the order form. If you upload more positions to the Jog Fair site, than the quantity to be shared for the package, please indicate separately which positions you are requesting to be shared.	2022.04.21
Creation of a Landing page on the allasborze.elte.hu website: **- Posting this page in the "Állásajánlatok ELTE-sektől ELTE-seknek" Facebook group** **- a post about the company and the landing page on the event's facebook page**	✔	✔	✔	Landing Page materials: - text description (1000-3000 characters), layout, supplemented with images, in Word format. Please attach the images you want to embed in jpg or png format! - job offer lead: name and short description of the position (details, eg without salary or application link) - For the cover image of the article: jpg or png image with a size of 1200x600 px - YouTube or Facebook link to embed videos Facebook post materials: post text - image attached to the post in jpg or png format	Please send it to the technical contact by e-mail in Word and image format. We are trying to copy the formatted document you sent.	2022.04.21
Publication of job advertisements and landing page in the faculty newsletter	Max. 3 faculties, max. 3 links/letters	Max. 3 faculties, max. 3 links/letters	Max. 5 faculties, max. 5 links/letters	Opportunity to appear in the newsletter sent to ELTE students with faculty targeting. Please upload the advertisements to the allasborze.elte.hu website in advance The letter shows the following: - company name at the beginning of the paragraph which is summarizing your own positions - one position, one image, a short descriptive text and a button pointing to the entry created on the job fair page You can view one of the faculty letters of the November 2021 event by clicking here.	Please upload the advertisements to the allasborasborze.elte.hu website in advance. In a separate table please gather to which faculty you would like to send which positions, indicating the names of the positions uploaded to the allasborze.elte.hu website., and send these to the technical contact.	2022.04.19

ELTE CAREER DAY
28TH OF APRIL 2022

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Follow-up eDM for registered participants	**X**	max. 5 jobs	max. 10 jobs	The letter contains the following: - the name of the company in the heading of the paragraph - a short description of the company (approx. 200 characters) - the name of the currently open positions with a link, so the reader gets to the advertisement created on the ELTE job fair page of the given position You can view the Follow-up letter for the November 2021 event by clicking here.	Please upload the advertisements to the allasborze.elte.hu website in advance. If you have uploaded more positions to the Job Fair page than the quantity to be shared for the package, please indicate which positions you are requesting to share. Please send the text and image in the email to the technical contact.	2022.04.28
Publication of a PR article on the website (karrierközpont.elte.hu) and on the Facebook page on Elte Career Center	**X**	✔	✔	PR article materials: - text description (1000-3000 characters), layout, supplemented with images, in Word format. Please attach the images you want to embed in jpg or png format! - For the cover image of the article: 400x400 px jpg or png image - YouTube or Facebook link to embed videos Career Center Facebook Post Materials: -post text - image attached to the post in jpg or png format	Please send it to the technical contact by e-mail in Word and image format. We are trying to copy the formatted document you sent.	2022.04.20
Targeted custom EDM (containing customer communication only)	**X**	**X**	1 letter	- text description (300-400 characters) - graphics (1: 1 ratio png or jpg, up to 400x400 px) - precise definition of the target audience considering the start of training, language skills etc. Several clickable links for the content relevant to the target audience can be included in the email	Please send it to the technical contact by e-mail in Word and image format. We are trying to copy the formatted document you sent.	2022.04.22
Featured ad on the allasborze.elte.hu website (slider) in the last 2 weeks before the event	**X**	**X**	✔	980x200 px sized jpg or png	Please send it in an image file (jpg or png) format to the technical contact via e-mail	2022.04.15
Featured ad on the karrierkozpont.elte.hu website (slider) in the last 2 weeks before the event	**X**	**X**	✔	980x200 px sized jpg or png	Please send it in an image file (jpg or png) format to the technical contact via e-mail	2022.04.15