

workly.



JOB ADVERTISING OPPORTUNITIES

Features	GO	PRO	MAX
30-day advertising period			
Application via email or external link			
Company logo displayed in the job advertisement and on the listing page			
Featured in the Job Tips job alert newsletter upon publication of the job advertisement			
Featured in the Job Tips newsletter 3 days before the job advertisement expires			
Company microsite			
View and application statistics provided upon expiration of the advertisement			
Displayed on the homepage in rotation within the "Featured Job Opportunities" section			
Tags from the job advertisement displayed on the Jobs listing page			
Highlighted display with a colored border on the jobs listing page and in the Job Tips newsletter as well			
Priority placement among job advertisements in listing results			
Customizable heading colors within the job advertisement			
Custom image can be added within the text of the job advertisement			
Featured in the Job Tips newsletter halfway through the advertising period			
Additional eDM job advertisement sent to up to 500 relevant job seekers			
Social mini advertising campaign tailored to the job advertisement preferences			

GO Package For those who don't like limits



- An innovative, unique time-based **advertising model**¹ on the Hungarian market
- Unlimited number of job advertisements during the **purchased advertising period**
- Automatic job ad import to reduce daily administrative tasks (e.g. from your career site via a feed integration)

TIP!

With the GO package, your advertising costs remain predictable and easy to plan, even if you cannot estimate in advance how many positions you will be hiring young professionals for. This package also ensures that even a significant increase in your recruitment needs during the advertising period will not present a challenge.

GO Package	Advertising period	Advertising option	Price ²
Fixed term period	3 months	UNLIMITED job advertisements	HUF 490,000 + VAT
Fixed term period	6 months	UNLIMITED job advertisements	HUF 890,000 + VAT
Fixed term period	12 months	UNLIMITED job advertisements	HUF 1,490,000 + VAT
Indefinite period ³	Monthly fee-based	UNLIMITED job advertisements	HUF 145,000 + VAT

¹ Each job advertisement is published for a standard period of 30 days (however, the advertising period can be closed earlier upon request).

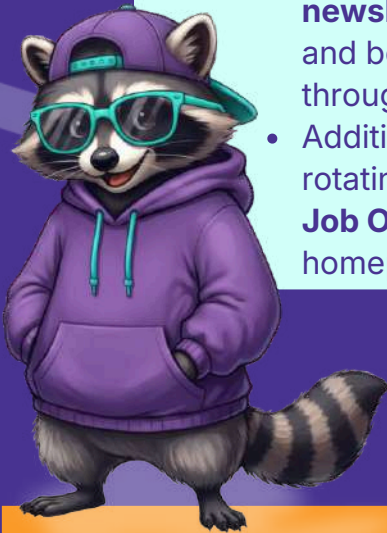
² The prices are valid until 31 December 2026 thanks to the Exclusive Anniversary Discount.

³ Following the initial fixed term of one year, the agreement automatically converts into an indefinite-term contract. However, the service fee may only be adjusted once per year and solely in line with the previous year's inflation rate, ensuring a predictable and highly cost-effective long-term recruitment solution.

PRO Package For those who want to stand out from the crowd

We recommend this package if you want your job advertisements to appear among the top listings, as it provides:

- **Priority placement** in job listing results
- Featured appearance in the **Job Tips newsletter** not only upon publication and before expiration, but also halfway through the advertising period
- Additional visibility boosts, such as rotating placement in the **"Featured Job Opportunities"** section on the homepage



TIP!

The PRO package is the ideal choice if quality of appearance matters more to you than quantity, as this advertisement type is designed to be truly Gen Z-oriented:

- Tags are displayed on the jobs listing page
- Your job offer receives a highlighted appearance with a colored border both on the website and in the Job Tips newsletter
- You can add custom images within the job advertisement text, and the headings can be color-customized, allowing your brand identity elements to stand out as well

PRO Package ⁴	Number of job advertisements	Price
PRO1	1 item	HUF 49,900 + VAT
PRO5	5 item	HUF 199,500 + VAT
PRO10	10 item	HUF 349,300 + VAT
PRO20	20 item	HUF 598,800 + VAT
PRO30	30 item	HUF 798,400 + VAT

⁴ The number of job advertisements included in the package may be used freely at any time within 1 year from the date of purchase. Each job advertisement is published for a standard period of 30 days (however, the advertising period may be closed earlier upon request).

MAX Package

For those who want to maximize their opportunities!

If you want to achieve the results of a **complex, multichannel recruitment campaign** through a process optimized for your goals, all with a **single order**.

TIP!

We recommend this package if...

- you are looking to hire multiple candidates for a single position, and therefore need a particularly broad reach
- you would like to promote a complex program, such as an internship or entry level program, or a corporate open day
- you need applicants quickly and do not have time to wait for organic traction

- **Additional eDM campaign** sending – allowing your job advertisement to reach up to 500 relevant job seekers
- **Social mini campaign** – targeted social media promotion tailored to the profile of your position



MAX package

Benefits of the PRO Package + Marketing Boost

Price

HUF 199,000 + VAT

Social mini campaign

Post creatives



Parameters

- Facebook: **1200x628 px** (width x height)
- Instagram: **1080x1350 px** (width x height)
- LinkedIn: **1080x1080 px** (width x height)
- Format: **jpg./png.**

META creatives



Parameters

- Facebook: **1080 x 1080 px** or **1200 x 628 px.** (width x height)
- Story: **1080 x 1920 px** (width x height)
- Instagram: **1080 x 1350 px** (width x height)
- Format: **.jpg / .png**
- Character limit: **300 characters.**

GOOD TO KNOW!

The content of the posts and the eDM campaign will be tailored to the Gen Z style by the workly. marketing team based on your needs and brief.

COMPANY MICROSITE



Because first impressions truly matter

With any package ordered on workly., we also create a **custom company microsite** for you **free of charge for a period of 1 year.**

This platform is much more than just a **"company profile."** It is an introduction page where applicants can gain a genuine understanding of who you are, how you think, and what it is like to work **at your company.**

Gen Z wants to feel connected to the company.

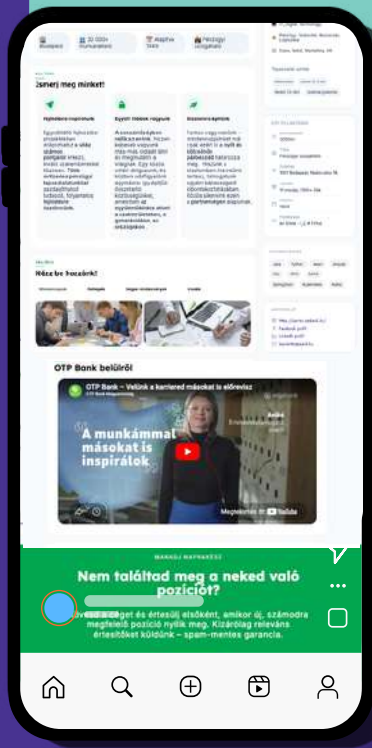
In many cases, they decide within **just a few seconds** whether a company feels relatable to them or not.



When creating the microsite, we consciously focus on ensuring that,

how today's generation consumes content:

- quickly
- visually
- based on impressions



Even the smallest details matter

Different **tagging options**, clearly structured lists of technologies, experience levels, and **benefits**, as well as **transparent information boxes**, all help interested candidates quickly understand at first glance...

- who you are looking for
- what kind of environment awaits them
- which technologies your team works with, and
- **whether they can imagine themselves working with you.**

The easier and faster the content is to process, the stronger the first impression will be.

[Order Form](#)