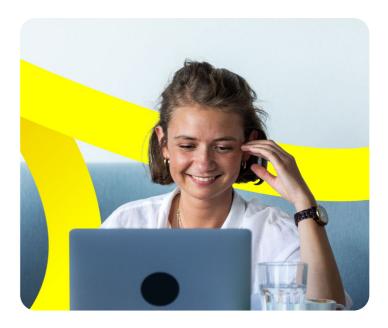# Service Description

Personio Posting Bundles

Each job portal has its specific target group. Generalist portals cover all activities and sectors and usually also specialists and managers. Niche portals specialise in a particular applicant group or profession.

To optimally support your recruiting strategy, we therefore offer both generalist and relevant niche portals in the Personio Posting Bundles.

For the placement of job advertisements, the contractual conditions (e.g. regarding inadmissible contents) and service description of the advertisement portals at the time of the placement of the job advertisement apply accordingly between Personio and the customer.

Generalist	Specialists	Students & Interns
Aimed at generalist professions of all sectors with broadest coverage of activities and skills and highest number of potential applicants.	Aimed at applicants who are looking at specifically sectors (e.g. IT or startups)	Aimed at applicants for working students and internship positions.

Portal & Product	
Niche	Country of publication	Target profiles	All sectors	Target activities
Ads	Ad type*, product details
More information	Link to the provider

*There are three main ad types

Text with logo | Design (HTML) | Template

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The following is a brief overview of the display types and how the display is transmitted from Personio to the job board. See also: **Data transfer to external job portals**

1. **Text with logo**
   In this case, only the job description-text and logo of the company deposited in Personio are transferred to the job portal, while the design is provided by the portal itself. It is not possible to change the design.

2. **Design (HTML)**
   An HTML file of the posting is transferred to the portal and the design is shown according to Personio career page settings.

3. **Template**
   This design is used by e.g. Stepstone and is called Liquid Design. All five sections of the attribute description field within *settings > recruiting > job description* will be transferred to the job portal and be displayed as boxes.

   Additional information can be transferred manually and placed in the customer's Stepstone account, such as:
   - Header image (URL needed or image up to 2MB)
   - Background / heading color (color code needed)
   - Video / Background image (URL needed or image up to 2MB)

Stepstone Pro 30d	
Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: template, duration 30 days, Refresh 1x, prioritised publishing on regional and niche-boards within Stepstone network, optimum reach, individual design manually addable
More information	**Link to the provider**

Stepstone Pro Plus 30d	
Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: template, duration 30 days, Refresh 1x , prioritised publishing on regional and niche-boards within Stepstone network, optimized reach, individual design manually addable
More information	**Link to the provider**

Stepstone Pro Ultimate 45d	
Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: template, duration 30 days, refresh 2x , prioritised publishing on regional and niche-boards within Stepstone network, maximum reach, individual design manually addable
More information	**Link to the provider**

Stepstone.at Professional 60d	
Niche	AT │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: template, duration 30 days, refresh all 15 days, ad also appears in retargeting and ad networks. In addition, first position in the results list and in the Jobs by Mail service.
More information	**Link to the provider**

Stepstone Select	
Niche	DE │ drivers, warehouse staff, security, cleaning staff & temporary staff (mini-job)
Ads	Ad-type: template, duration 15 days, publishing primarily on regional boards, optimized reach. Job titles exclusively according to Stepstone title directory.
More information	**Link to the provider**

Stepstone Select Plus	
Niche	DE │ floor staff, nurses, caregivers, educators & tradespeople
Ads	Ad-type: template, duration 30 days, Refresh after 15 days, publishing primarily on regional boards, optimized reach. Job titles exclusively according to Stepstone title directory.
More information	**Link to the provider**

Stepstone Pro Campus 30d	
Niche	DE │ Students, Interns │ All sectors
Ads	Ad-type: template, duration 30 days, individual design manually addable
More information	**Link to the provider**

Indeed Budget 360	
Niche	DE & International │ Professionals (all types) │ All sectors │ All activities
Ads	Ad-type: text with image, Cost-per-click with 360 € budget
More information	**Link to the provider**

Indeed Budget 450

Niche	DE & International │ Professionals (all types) │ All sectors │ All activities
Ads	Ad-type: text with image, cost-per-click with 450 € budget
More information	**Link to the provider**

Indeed Budget 550

Niche	DE & International │ Professionals (all types) │ All sectors │ All activities
Ads	Ad-type: text with image, cost-per-click with 550 € budget
More information	**Link to the provider**

onlyfy (by Xing) Job Ads – Core

Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: Design, duration: 30 days, high reach
More information	**Link to the provider**

onlyfy (by Xing) Job Ads – Pro

Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: Design, duration 30 days, optimised reach, additional publishing on other job platforms and social media channels
More information	**Link to the provider**

onlyfy (by Xing) Job Ads – Ultimate

Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: Design, duration: 45 days, optional ad extension by 15 days (on request), maximum reach, additional publishing on other job platforms and social media channels
More information	**Link to the provider**

LinkedIn 30d

Niche	DE & International │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: text with image, duration: 30 days
More information	**Link to the provider**

Monster 30d

Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: Design, duration: 30 days, 1x refresh
More information	**Link to the provider**

Monster 60d

Niche	DE │ Professionals and executives │ All sectors │ All activities
Ads	Ad-type: Design, duration: 60 days, 4x refresh
More information	**Link to the provider**

Monster Campus 30d

Niche	DE │ Interns, students, apprentices │ Alle sectors
Ads	Ad-type: text with image, duration 30 days, 1x refresh
More information	**Link to the provider**

meinestadt.de 30d

Niche	DE │ Regional focus │ All sectors │ All activities
Ads	Ad-type: Design, duration 30 days, refresh every 10 days, low budget on retargeting in partner network of specialist and regional portals
More information	**Link to the provider**

meinestadt.de PREMIUM 60d

Niche	DE │ Regional focus │ All sectors │ All activities
Ads	Ad-type: Design, duration 60 days, refresh every 7 days, solid budget on retargeting in partner network of specialist and regional portals + social media ads (e.g. Facebook)
More information	**Link to the provider**

Yourfirm Programmatic 60d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 60 days, 1x refresh after 30 days, programmatic push in mobile apps, social media & display networks as well as retargeting in partner network of specialist and regional portals
More information	**Link to the provider**

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stellenanzeigen.de 30d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 30 days, including display advertising and publishing in the partner network
More information	**Link to the provider**

stellenanzeigen.de 60d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 60 days, including display advertising and publishing in the partner network
More information	**Link to the provider**

Jobware PLUS 30d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 30 days, 1x refresh, additional publishings on up to 400 specialist and regional portals
More information	**Link to the provider**

Jobware PLUS 60d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 60 days, 3x refresh, additional publishings on up to 400 specialist and regional portals
More information	**Link to the provider**

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Jobware CAMPUS / AZUBI 90d

Niche	DE │ Students, interns, apprentices │ All sectors │ All activities
Ads	Ad-type: Text with image, duration 30 days, 1x refresh
More information	**Link to the provider**

JobNinja 30d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 30 days, 1x refresh, multichannel marketing through the Traffic Optimizer on over 170 partner job boards and social media channels
More information	**Link to the provider**

JobNinja 60d

Niche	DE │ All sectors │ All activities
Ads	Ad-type: Design, duration 60 days, 3x refresh, multichannel marketing through the Traffic Optimizer on over 170 partner job boards and social media channels
More information	**Link to the provider**

Gründerszene 30d

Niche	DE │ Startup jobs │ digital businesses │ all activities
Ads	Ad-type: text with image, duration: 30 days
More information	**Link to the provider**

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Jobvector 42d	
Niche	DE │ IT specialists, engineers, physicians & scientists │ all activities
Ads	Ad-type: Design, duration 42 days, optimised for mobile, search engines and Google for Jobs
More information	**Link to the provider**

IT-Treff 30d	
Niche	DE │ IT specialists │ all activities
Ads	Ad-type: Text with image, duration 30 days
More information	**Link to the provider**

heise Jobs 30d	
Niche	DE │ IT specialists │ all activities
Ads	Ad-type: Design, duration 30 days
More information	**Link to the provider**