

Get 3x more qualified applicants when you pay to promote your job.

You can get great candidates when you post a job for free on LinkedIn. But when you promote your post, it's actively targeted to more qualified candidates through more channels.



How pricing works

How does pay-per-click pricing work?

Set an average daily budget for your job post and you'll only be charged for the number of views your job receives. You can set a total budget to specify the maximum amount you'd like to be charged. Your job post will pause once you reach the total budget. You can then increase your budget or close the job.

How is cost-per-click pricing determined?

The cost-per-click for each job fluctuates per day based on the overall marketplace and activity. This includes the job location, job title, and additional factors, such as other job posters looking for similar candidates in the area. Because some factors aren't constant, the cost-per-click can't be determined until the job is posted.

What are expected costs for a typical job post?

Cost is flexible based on your needs. LinkedIn calculates a recommended budget based on similar job posts in the same location, industry, job title, and other factors. You can save up to 35% by purchasing the job posting budget in advance.

What are my payment options?

With no contracts, pay for a job post with a credit card or PayPal.

Free vs. promoted job posts

What's the difference?

Targeting

Free	Promoted
Free job posts are passive — job seekers must actively look for free job posts on their own.	Paid job posts are actively targeted to people with the right skills, experiences, and aspirations.

Search results

Free	Promoted
They show up in job search results, but don't appear at the top.	They can show up at the top of job search results for the most relevant candidates.

Efficiency

Free	Promoted
They can get applicants.	They get 3x more qualified applicants than free job posts — faster.

Ready to see the full power of promoted LinkedIn Jobs?

Post a job now to start a free trial.*

* To be eligible for the 3-day free trial, you must have an active free job post and you must be a new promoted jobs customer. If you keep your job open after the trial ends, you will be charged the recommended budget per day. During the free trial, you can close your job to cancel the trial and avoid being charged. Cancel your trial anytime by closing your job post. You may only use the free trial once. Additional terms apply.