

PACKAGE

Web

With 2.3 million unique visitors every month, Prospects.ac.uk is the UK's biggest and busiest graduate careers website.

Reaching your target audience couldn't be easier with our range of web and online advertising options, which are constantly evolving in response to user behaviour and the latest best practice guidelines.

Employers can now choose from a suite of new web advertising options to ensure maximum exposure for their opportunities.

2.3 million monthly unique visitors to Prospects.ac.uk

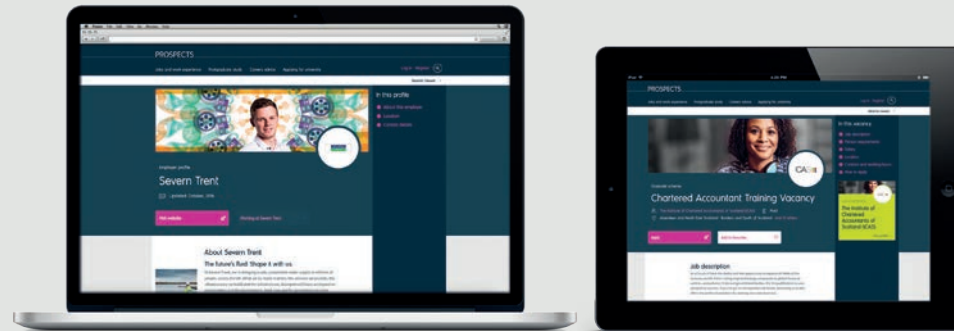
1.5 million Prospects registrants receive Prospects' regular email communications

343,000 Prospects registrants signed up to receive jobs by email

180,000 monthly visits to the job search pages

85,000+ following through social media

PROSPECTS



Employer profile

An employer profile will raise awareness of your organisation all year round, enabling you to provide background information as well as essential supporting details such as locations, work sectors and application and interview tips.

Profile booster features Introduce your profile with a bold masthead image and embed up to four images and a video to further increase awareness of your brand and make your profile stand out.

Case study add-on Our research shows that jobseekers are strongly influenced by in-depth case studies that give them a real insight to what a job entails.

Advertorial add-on Showcase your organisation and opportunities to students and graduates in an editorial-style piece with your branding featured prominently.

Event posting

Increase attendance at your recruitment events, opens day or online events via our market leading website audience of more than 2.3 million unique monthly browsers. Discounts available for multiple bookings.

Vacancy posting

With more than 180,000 monthly job searchers this is the perfect advertising platform to fill your graduate scheme, graduate job, work experience roles or apprenticeship vacancies.

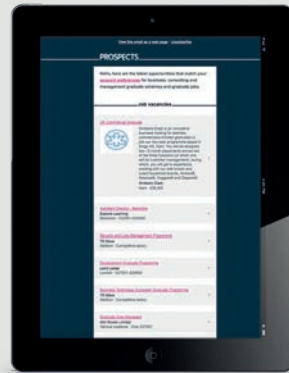
To drive a great response your job posting includes an alert email to relevant job seekers and is included in our card system. It may also be promoted on partner sites, as well social media and within our sector emails.

Job booster features Introduce your posting with a bold masthead image and a video to further increase awareness of your brand and make your vacancy stand out.

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Sector emails

Enhance your campaign by featuring in the 'top job' position in one of our sector emails that are distributed to engaged jobseekers. Jobs in this position receive an average of 200% more clicks than in the general listing.

Weekly audience sizes (approx):

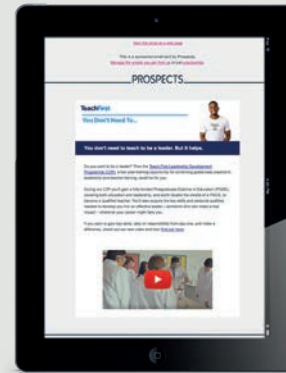
Accounting, banking and finance (105,000)
IT (50,000)
Engineering (55,000)
Business, consulting and management (145,000)
General (197,000)

Bi-weekly audience sizes (approx):

Marketing (159,000)
Sales (55,000)
Information, research and analysis (48,000)
Work experience (135,000)

Monthly audience sizes (approx):

Teaching and education (100,000)
Law (56,000)
Charity and voluntary (164,000)
Property and construction (35,000)
Apprentice and school leaver (32,000)
Newsletter (350,000)



Branded solus emails

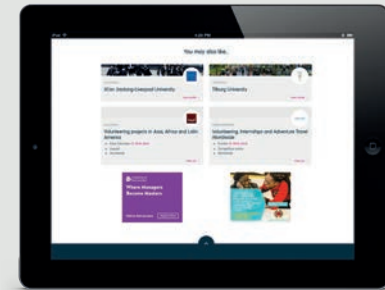
One of our most popular products, we offer our clients the opportunity to craft their own audience from a wide range of criteria and target specific groups of jobseekers with tailored messages and opportunities. This offers a great way to boost a campaign and drive more applications.

Social media

Takeover Exclusive postings across our Facebook, Twitter and Instagram accounts for a day.

Social media advertising Target a specific audience from our registrant data and similar users via Facebook and Instagram.

Social media week A week of branding and messages across Facebook and Instagram aimed at a targeted Prospects audience.



MPU

Our newly positioned banners will push your content to the most relevant users. They are a great way to generate both brand awareness and response for your campaign.

Campaign boosters

Boost your job vacancy listings, profile and advertorial content to the most relevant users with our card system.

PROSPECTS