



Advertise your brand on South Africa's No.1* Jobs Website.

*Jobs.co.za ranks No.1 on Google for 'Jobs' in South Africa.

Why Advertise on Jobs.co.za?

- ✓ Ranks No.1 for the search term 'Jobs' on Google and other major search engines.
- ✓ Over 10,000 unique visitors monthly and more than 700,000 page impressions.
- ✓ Hosts over 390,000 registered Job Seekers across 53 industries.
- ✓ LSM Groups 8 to 10.
- ✓ Dominance in the 25 to 35 age group.
- ✓ Gender split of approximately 50/50 male & female.
- ✓ Average income bracket of R25,000 per month.
- ✓ Predominantly Gauteng based (followed by Western Cape & KZN)
- ✓ Approximately 25% hold employment equity status.

Note:

- Website statistics are monitored with Google Analytics.
- Demographics are based on Jobs.co.za database statistics.
- Statistics last updated on December 2009.



Advertising Rates

Branded Advertising	CPM (Cost per 1,000 impressions)	Price p/month (Fixed Price)
Featured Employer: 120 px X 90 px Branded Button on Homepage	-	R 1,850 p/m
Homepage Skyscraper: 120 px X 600 px	R 300 CPM	-
Job Seeker Run-of-site Skyscraper: 120 px X 600 px	R 250 CPM	-
Branded Button Run-of-site: 120 px X 90 px	R 150 CPM	-
Exclusive Category Sponsor – Jumbo Banner: 600 px X 75 px		
- Top 10 Category	-	R2,500 p/m
- Other Categories	-	R1,500 p/m
<i>*15% Discount on 3 Month, 20% Discount on 6 Month, 25% Discount on 12 Month.</i>		

Newsletter Sponsorships	Price p/month
Exclusive Premium Sponsor	
- Entire database +/- 190,000 subscribers	R 18,000 p/m
- 560 px X 270 px display area for text, image or both.	
Newsletter Banner	
- Entire database +/- 190,000 subscribers	R 9,000 p/m
- 468 px X 60 px Banner Advertisement	R12,000 p/m
- 120 px X 600 px	
Targeted Category Sponsor:	
- 560 px X 270 px display area for text, image or both.	R 4,500 p/10k
- 468 px X 60 px Banner Advertisement	R 2,250 p/10k
- 120 px X 600 px	R 3,000 p/10k
<i>*Price quoted per 10,000 recipients. Minimum quantity 10,000.</i>	
Exclusive Sponsor - Communications	
- Exclusive Sponsor of all system generated communication emails (e.g. Job Alerts, Welcome emails, Job applications, expiry notifications, etc.)	R 5,000 p/m
- Includes: 'Brought to you by: Sponsor Logo + 150 words text'	

*Prices exclude VAT & Agency Commission. Discounts offered to subscribing clients.

For more information on Jobs.co.za, call us on
0861 5672 (jobs) 10 or email info@jobs.co.za.

www.jobs.co.za

