

Promote your website on Gapwork.com - the original gap year jobs and volunteering website.



Gapwork.com has been the leading gap year work abroad website since 2000. Through the years we have worked with some of the top gap year companies helping young people to find the best gap year options and placements in the UK and abroad.

The new website at www.gapwork.com gives companies an unprecedented opportunity to feature across the site in many ways. The ultimate aim is to generate targeted leads and direct visitors to the companies that advertise with us.

"PGL Travel Ltd is pleased to work with Gapwork.com to fill many of the seasonal job vacancies available at our children's activity holiday and study course centres each year. The site is one of the top referrers to the PGL recruitment website and I believe offers great value for money." Jemma Pearce, PGL Travel Ltd. ▶

www.gapwork.com

Contact us today to arrange a no-obligation FREE 2 week trial

RATES

Advertising packages start from as little as **£50 per month**.

All adverts include your logo, a company description and a 'find out more page' which can include up to 500 words, 3 images and a video clip.

STATS

In the 12 months to September 2011, there have been on average over 76,000 monthly page views on the site, with 80% of visitors coming from key word searches.

Advertisers can include the following in their advert:

For the advertiser box space:

- Logo or suitable image for the advertiser box space. Your logo raises brand awareness but you may prefer to try using an image which illustrates what you offer more explicitly.
- Copy for the advertiser box space. This can be between 30-50 words of text which explains in a nutshell what you offer. The copy should be original (not copied from your website), be highly descriptive and include relevant keywords.
- Links to your website. All links are tracked via our CMS and the results are available for you to check using a personal login.

For the "Find out more" page - This is your dedicated page on gapwork.com, and as such is your opportunity to really sell your products and services to the site visitor. To do this effectively we ask that you supply:

- Between 350 and 500 words of original and unique copy, that uses relevant keywords and is written in such a way that search engines will be able to index it.
- Up to 3 images which illustrate the kind of experiences that young people can have on your placements, jobs or programmes. These should be in Jpeg format.
- YouTube video links about what you do (optional)
- Company details including where you are based, how long you have been running for and what you specialise in (optional)

Editorial opportunities:

News items - These are updated daily and we can feature up to 2 news articles per month which are supplied by advertisers. We would require:

- Approximately 450 words of original copy including relevant keywords and images

Competitions - We are always looking for great competition prizes to feature on our site. These will also be promoted on our Facebook and Twitter pages

Late Deals page - We want to be able to offer our users the best prices and deals for their gap year experiences. We can promote any late deals or special offers on our new Late Deals page, and also on your company profile or Find Out More page. Any Late Deals will also be promoted on our Facebook and Twitter pages.

Other opportunities (optional and under editorial control):

Featured jobs/placements. For this we would require:

- Image illustrating the type of job or placement
- Overview of the job or placement (up to 36 words)
- More detailed brief about the job or placement, including application details, salary/costs, duration etc (up to 200 words)
- Details of how long the job is valid for, and when the closing date for applications is



Call Alison today for details of your **FREE NO-OBLIGATION 2 WEEK TRIAL** on 0113 218 5447

or email: alisond@gapwork.com