

# WABROAD MEDIA



"I am very happy with the work, we get lots of enquiries, thank you for that. As always, I value and appreciate your advice.

*Philip Dunne, Owner of Island TEFL*

## Why Advertise with us?

**Workingabroad.com is the web's leading volunteer information portal; thousands of volunteers are recruited by thousands of organisations every year.**

**We are in the top 10 of Google search rankings for all relevant search terms for voluntary work abroad such as:**

**"Work Abroad, Working Abroad, Voluntary Work, Volunteer Work, Volunteer Work Abroad, WorkAbroad, Voluntary Work Abroad, Charity Work Abroad, Volunteer Work Overseas, Overseas Volunteer Work, Volunteer Organisations, What is Voluntary Work, Volunteer Jobs Abroad"**



**WorkingAbroad receives 25k visitors per month and 80,000 page views, and each visitor stays on our site for an average of 3 minutes**

## **Countries visitors per month**

CONTINENT	VISITS
	23,363
1. Europe	11,931
2. Americas	4,511
3. Africa	2,984
4. Asia	2,806
5. Oceania	797

**“the quality of the traffic is great”**

***Kaya Responsible Travel***

## **Advertising Packages**

**We offer a variety of listings on our website -**

### **A. Banner Ads:**

**Feature throughout our whole site including homepage, meaning your ad will be seen tens of thousands of times per month. Your banner ad links directly to your website. Our CMS system enables you to set your own budget, you can pay for as little\* or as many click throughs to your website as you wish. \*£10 minimum**

**You are only charged when someone clicks on your ad. You will be provided with an CMS login which independently monitors, verifies and evaluates your own ad performance and click throughs.**

## **B. Database Listing**

**Listing your volunteer projects on our database is a great way to attract more volunteers to your projects. Our website receives over 1000 visitors each day, and being listed in our database will allow you to be found by motivated volunteers searching specifically for projects in your country or work domain. We offer both 'Basic' and 'Premium' listings for organisations in our database. Try out our trial premium listings free of charge for 2 weeks:**

### **Basic Listings**

**A basic listing is free of charge. The first step is to register with us online. You will then be able to login and submit your own projects to the database.**

**For basic listings your organisation profile, URL and email will be hidden from the public, but your projects will be listed on the database and shown in search results. You can add as many projects as you like, however with a basic listing your project entries are limited to 1 picture, 250 words, and you are unable to link to website URLs and your email address will not be shown. Volunteers will be able to contact your organisation through our contact form.**

### **Premium Listings**

**We offer Gold, Silver and Bronze Premium database listings. With a premium listing your organisation profile is visible to the public, and is also highlighted on our database homepage. Volunteers can click on your organisation profile and will be able to view all of your projects in one place. Furthermore, any projects you add using your organisation profile will be highlighted in search results, and volunteers will be able to find your organisation profile by clicking through from a project. Premium listings include a photo gallery on your organisation page, a higher text limit of 750 words, and the ability to link directly to your website and your social networking pages.**

- **Gold Listings are at the top of the database homepage where you have a large photo banner with text (Photo dimensions 966 x 210 pixels)**
- **Silver Listings are in 2nd place with small photo and text**
- **Bronze Listings are below and are rotated amongst other bronze listings with logo and text.**



**"The great news is bounce rates have improved a lot which is fantastic"**  
*International Volunteer HQ*

## **C. Featured Volunteer Organisations and TEFL & Teaching**

Get a bespoke listing in a prime position on WorkingAbroad with unlimited text and up to 10 photos displayed in a photo gallery, including an entire section dedicated for Volunteer Testimonials, as well as full contact details, email address, website, social networking contacts and trackable contact form. Opportunities also to embed YouTube clips and other media on your page. New listing gets a "new" across the image at the top of the page for a 3 month period. Minimum hosting period on our site is 3 months. Discounts available for one year listings.

A webpage for your organisation and projects will be created by us. Our Volunteer Organisation and TEFL organisation pages receive 3000 and 1500 hits per month respectively.

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### **Costs per month**

<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>FEATURED VOL ORG AND TEFL ORGS</b>
£9.99	£19.99	£34.99	£42.99

Discounts for 12 month listings and Combination packages (Featured Volunteer Organisation and Bronze, Silver or Gold Premium) – please ask for details [volunteer@workingabroad.com](mailto:volunteer@workingabroad.com)

### **Banner Ads**

We charge varied amounts per click your ad receives, depending on your budget, meaning that organisations paying for a greater number of clicks will receive a better price per click. Our pricing is as follows:

- Spend 10 GBP up to 25 GBP, and you will receive 1.5 clicks for every pound you spend, rounded to the nearest click
- Spend 26 GBP up to 50 GBP, and you will receive 2 clicks for every pound you spend
- Spend 51 GBP up to 100 GBP, and you will receive 2.5 clicks for every pound you spend

Contact us for spends of 101 GBP plus, rates negotiable

There is no time limit to running an ad on our site, such that once you have set your budget, the ad will run until that budget is reached, and then be paused automatically.



**CONTACT US FOR MORE INFORMATION**

**[www.workingabroad.com](http://www.workingabroad.com)**

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**Tel: 0044 1273 479 047**

**WorkingAbroad Projects**

**The Coombe**

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**BN7 3ND**

**Lewes**

**East Sussex**