

## 2014 ONLINE ADVERTISING RATES FOR APSO

Interested in reaching the recruitment and staffing industry in South Africa?

Then you should definitely include [www.apso.co.za](http://www.apso.co.za) in your electronic marketing campaign for cost-effective exposure. As the premier staffing organisation in Africa, we represent a broad cross-section of companies offering various staffing services including permanent recruitment, executive search, advertising response and temporary employment services (TES).

### About APSO

The Federation of African Professional Staffing Organisations (APSO), was previously known as the Association of Personnel Services Organisations, and has been in existence since 1977. APSO is the largest and most well-established organisation within the private employment agency (PrEA) sector. For the past nearly four decades, APSO has set and managed compliance and best practice standards for its members, for the benefit of clients, candidates and employees alike.

APSO strives to:

- represent members and promote the industry through lobbying and advocacy initiatives;
- ensures members adhere to globally aligned ethics and best practice standards;
- drives professionalism of individuals by providing continuous professional development (CPD), education and training for members;
- deliver relevant business-critical information to members

APSO is a founding member of the Confederation of Associations in the Private Employment Sector (CAPES) and has thus been actively involved in lobbying and advocacy initiatives to regulate the industry. [www.capes.org.za](http://www.capes.org.za) APSO representatives participate in a range of forums including Business Unity South Africa (BUSA), NEDLAC, Services SETA, National Skills Authority (NSA) and others.

Internationally, APSO is well respected and holds the seat for Africa and the Near East on the Board of the International Confederation of Private Employment Agencies (CIETT). We have been members of this body for more than twenty years and are actively involved in global initiatives to drive compliance, professionalisation and effective regulation for the sector. [www.ciett.org](http://www.ciett.org)

### Why APSO?

By advertising via APSO channels you will be associated with a recognised and respected brand within the global and local staffing industry and can reach a targeted niche audience.

APSO represents:

- More than 800 individual PrEA businesses with over 1200 offices across South Africa;
- All forms of PrEA businesses : members offer a variety of staffing services from permanent recruitment, to advertising response and temporary employment services (TES);
- Different sectors of PrEA : members operate in all sectors of the economy;
- SME businesses: nearly 80% of our membership is SME businesses, many of whom are black-owned;

## WEB BANNER ADVERTISING

The APSO website was recently re-launched and is considered the number one resource on all things "staffing" in South Africa. Visitors to the site include member agencies (recruiters), non-member staffing companies, end-user corporate clients and jobseekers.

As a resource-rich website, APSO also receives strong rankings bringing regular unique and repeat visitors. We have a variety of sector-specific blogs that post regularly to niche audiences, some member-only and others public.

APSO's membership system integrates with the website and this means that members visit [www.apso.co.za](http://www.apso.co.za) regularly to update their profiles, access information and tools and to book for events.

### Home Page Rotating Banner

The design of the website allows for a very prominent rotating banner on the home page providing advertisers with an excellent platform to market their services. Banners rotate regularly allowing all advertisers equal opportunity.

The screenshot shows the APSO website home page. At the top is the APSO logo and navigation menu (HOME, ABOUT APSO, TRAINING & EVENTS, BLOGS, MEMBER SEARCH, COMMUNITIES). Below the navigation is a rotating banner for Placement Partner Recruitment Software System. The banner text reads: "SA's best run recruitment businesses are powered by SA's favourite recruitment system". It features a "Request a Demo" button and the Placement Partner logo. Below the banner are three main sections: "MEMBERSHIP" with links for Online Application, Member Services, and Member Search; "Welcome to APSO" with a mission statement and affiliations; and "ASK APSO" with a "CLICK HERE" button.

### Technical Spec:

All artwork must be provided in .gif or .jpeg format via email and in the correct dimensions to be accepted. A full URL should also be provided to which the rotating banner advert will be linked.

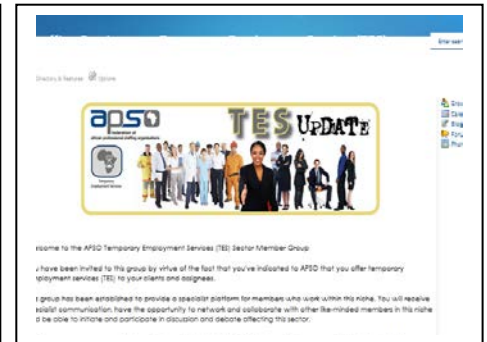
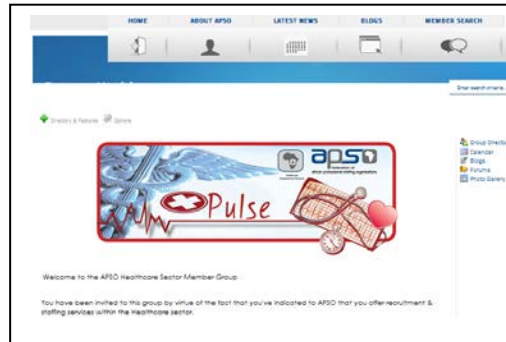
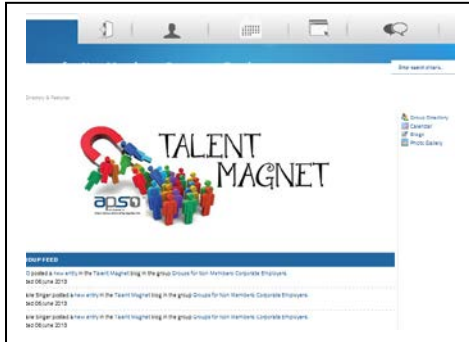
ADVERT DESCRIPTION	AD HOC	3 MONTHS	6 MONTHS	12 MONTHS
Rotating graphic banner: APSO home page: <b>Size:</b> 1125 x 360 pixels, 72dpi & max 60kb	R1700 ex VAT	R1615 ex VAT 5% discount	R1530 ex VAT 10% discount	R1445 ex VAT 15% discount

**APSO Business Partners and Verified Service Providers** are entitled to further discounted rates as per the Business Partner and Verified Service Provider Programmes. Please contact us if you're interested in learning more.

Adverts will run for a calendar month and will only be uploaded on completion of the Web Booking Contract and full payment.

## ADVERTORIAL VIA INDUSTRY-SPECIFIC BLOGS

In the age of information sharing, content-rich advertorials can work wonders for promoting your product/service and brand. The APSO website has a range of industry-specific blogs that carry niche content to visitors to our site, including corporate employers and jobseekers, and our members who are registered as recruiting within these sectors.



Cost to publish an advertorial/guest blog varies, depending on the blog and its accessibility, as follows:

BLOG DESCRIPTION & AUDIENCE	USUAL	APSO MEMBER	BUSINESS PARTNER VERIFIED SERVICE PROVIDER
<b>PUBLICLY ACCESSIBLE</b>			
<i>Staffing South Africa</i> (recruiters)	R750 ex VAT	FREE	R500 ex VAT
<i>Talent Magnet</i> (corporate employers)	R750 ex VAT	R250 ex VAT	R500 ex VAT
<i>In the Hiring Line</i> (job seekers)	R750 ex VAT	R250 ex VAT	R500 ex VAT
<b>MEMBER-ONLY</b>			
Disability (sector specific)	R500 ex VAT	FREE	R375 ex VAT
E-recruitment (staffing service type)	R500 ex VAT	FREE	R375 ex VAT
Executive Search (staffing service type)	R500 ex VAT	FREE	R375 ex VAT
Healthcare (sector specific)	R500 ex VAT	FREE	R375 ex VAT
Outsourcing (staffing service type)	R500 ex VAT	FREE	R375 ex VAT
Permanent Recruitment (staffing service type)	R500 ex VAT	FREE	R375 ex VAT
Temporary Employment Service (staffing type)	R500 ex VAT	FREE	R375 ex VAT
<b><i>A range of other more industry specific blogs also exist and interested parties can contact us for more information</i></b>			

APSO reserves the right to reject advertorial if it conflicts with APSO's code or any policy. APSO further reserves its right to make suggestions for alteration to ensure alignment with APSO policy.

Blogs should be provided in .doc format and are limited to no more than 850 words. Blogs will be attributed to the author/company and can contain a logo or photo of the advertiser's choice. A full URL linking to the advertiser's website should also be provided.

Blog notification is sent to members who have subscribed to the blog on posting and a link to the blog is contained in the "Group Digest" that is created and emailed directly to all group members each month.

APSO reserves the right to boost these blogs via our social media platforms if the content is considered to be of specific interest to our followers and meets the requirements of our social media policy.

## TRADITIONAL PRINT ADVERTISING

APSO also produces a quarterly recruitment magazine, the APSOgram, and advertising is available there too. Rates vary, depending on the size and frequency of the advert. We would be happy to discuss this option if it is of interest.

## CONTACT US

APSO would be happy to engage with you to discuss your unique requirements and to assist in tailoring an electronic marketing campaign that will make the most of your advertising budget and assist you to achieve your desired outcome.

For more information, or to book, simply contact:

Natalie Singer

Strategic Engagement Executive

Tel: 011 615 9417

Email: [nataliesinger@apso.co.za](mailto:nataliesinger@apso.co.za)

APSO also has additional advertising opportunities within our printed quarterly magazine, **APSOgram**, and more information on publication schedules and advertising rates can be found on our website or by contacting Natalie Singer.

If you would like to know more about our **Business Partner Programme** or **Preferred Service Provider** status, please also contact us and we will gladly forward you the relevant information.