
MEDIA PACK

Why Should You Choose Travelvocation?

With Travelvocation, you get the best of both worlds – a job site and a renowned information portal. You gain access to high volumes of candidates that the generalist sites provide, but our candidates are sourced through specialist niche advertising and promotion giving you higher quality applications and a more targeted CV database.

History

Travelvocation is a company built on solid foundations. Since its inception in 2001, progressive steps have been taken to evolve the company. On the back of the success of the in-house publications '**So You Want to be Cabin Crew?**' and '**So You Want to be a Holiday Rep?**' a website was built to offer a '*one stop resource*' for anyone interested in a career in travel. The popularity of the site means that it is highly positioned on all the major search engines such as Google, MSN and Yahoo! and has enabled us to establish links with many travel related websites and colleges and universities which offer Travel & Tourism courses.

Products

In 1999, the company's founder and current director Andrew Porter realised that there was a potential market for a reference book dedicated to getting a job as an air cabin crew member. This idea went on to spawn the title '**So You Want to be Cabin Crew?**'. Its success was immediate and continues to this day, with easyJet as the current book sponsors. In 2002 a second book was released titled '**So You Want to be a Holiday Rep?**' which received the endorsement of Thomson, the worlds largest tour operator. Both books' relevance to the industry has meant that not only have they been a hit with the general public, but also with schools and colleges who use them as reference material for the Travel and Tourism courses that they run.

TRAVEL VOGGATION

Where Will Your Career Take You?

Presence

Travelvocation has had a major presence on the internet for over 5 years. Thanks to our excellent placement on all the major search engines, the active marketing that we do to colleges, universities, other travel related websites and also Connexions, a government run initiative providing careers advice and support to young people, our name is firmly established and recognised within the Travel sector. Each of our 'So You Want to be...?' books can be bought not only from our website, but also through every High Street and online book store including Amazon, the most recognizable book store on the internet. Not only are the books a source of useful information to the reader each book contains adverts directing the reader to the Travelvocation

Where you will have seen us:



Our In-house Publications:



So You Want to be Air Cabin Crew?



So You Want to be a Holiday Rep?

Alternative

Travelvocation is always looking for alternative ways to raise the profile of the company. Over the past few years we have presented seminars to colleges and schools throughout the United Kingdom on the subject of what it is like to work as an air cabin crew member. The seminar covers in depth the tasks that a cabin crew member would be expected to carry out, involves the students in role plays and informs them on what to expect during the recruitment process.

Both of our in-house publications are also available as E-Books. This means that either of the books can be shipped by e-mail within minutes of the order being received. Not only is this more cost effective for the company but it also increases our potential customer base as it means that the buyer doesn't have to pay postage costs or wait for the book to be delivered by post. Books in this format have been sent to numerous countries worldwide such as America, Italy, Canada and Australia.

The specialist network

Travelvocation provides the best candidates across a variety of Travel related industry sectors. For just one fee, you gain access to multiple specialist vertical markets geared towards every Travel related career - Travelvocation is the Travel specialist jobsite. Why pay more than once? For a single fee Travelvocation gives you access to one of the best jobsites, a market leader in its sector or demographic.

Huge volume of candidates

If you're looking for large quantities of candidates, Travelvocation can deliver. We have an ever increasing database of candidates, with a plethora of jobseeker's using our site every month. So you can be sure your advertisement will be seen by relevant people.

The Right Package for Your Recruitment Needs

We feel that it is important that your recruitment needs are met and this is why we are offering you a variety of packages.

As a corporate account holder our clients gain a far greater degree of control over the jobs they place and the branding carried on the site. Once you have signed up to your required account you will be able to upload your own **effective advertisements** for immediate display to the candidates you are trying to attract. Immediately after your posting is completed the jobs are accessible via Job Categories listing, Employers' listing and keyword search. Additionally, depending on your package selection, we will display your company logo at the side of each advertisement placed on the site and a page on the site will carry your company details and all your current vacancies.

Package Types:

Platinum:

- Unlimited Job Postings
- Featured Employer
- 10 Featured Jobs
- Company Logo with Job
- Unlimited CV Views
- Statistics
- Jobs listed in Newsletter
- Job Alert Email to Subscribers
- Dedicated web page detailing company details and active jobs.
- Sub-Accounts
- Validity - 1 month

Silver:

- Unlimited Job Postings
- 5 Featured Jobs
- 25 CV Views
- Statistics
- Dedicated web page detailing company details and active jobs.
- Sub-Accounts
- Validity - 1 month

Solo:

- Single Job Posting
- 10 CV Views
- Statistics
- Validity - 1 month

Other Advertising Solutions:

In addition to the Accounts described above, we are also able to offer the following at very competitive rates –

Targeted e-mails - Targeted e-mail marketing is one of the most effective tools available to the modern recruiter as it allows you to send a bespoke message to designated candidates. This service allows you to produce a targeted and focused message which is delivered directly to the candidates you want to recruit.

Newsletter Sponsorship – each month we send out a newsletter to each of the candidates on our database alerting them to the latest jobs and industry news. By sponsoring the newsletter it allows your company's branding to be the first image that the reader views. The newsletter also goes out to colleges, universities and branches of Connexions.

Banner Advertising – use banner advertising on the Travelvocation website as a way to focus browsers on your company as this is one of the most proven ways for building brand recognition with hyperlinks direct to your web pages.

Hot Job – a unique advertising opportunity on the home page of the Travelvocation jobs board allows for maximum exposure highlighting the vacancy that you wish to fill for a period of 7 days.

Viewing of 50 CV's – allows you to search through the CV's that are currently hosted on Travelvocation and view 50 that are of interest.

Benefits of Being a Registered Employer:

Free Registration and Profile! You can create your free account and your online profile.

Buy plans and feature your profile! You can buy plans which will update your job posting number, featured jobs, resume contact view credits, and depending on your selected plan your profile may become featured and listed on the homepage.

Buy additional job/featured job and resume contact view credits! If your credits have expired and you don't want to buy a new plan just for a single job posting or resume view, you can buy an additional job/featured job or resume view contact.

Invoicing system! Every plan or additional job purchase generates an invoice which can be paid online or manually. This invoice can be paid (if not paid already), cancelled, printed or reviewed (if already paid) at anytime from the system.

Daily/Weekly resumes by email! You can receive daily/weekly resumes in email, matching your posted jobs.

Upload logo image! You can upload your own logo image, displayed with the job details.

Modify your Online Profile! You can modify your profile information at anytime, and publish it when ready.

Hide your contact information! You can hide the information like address, email, phone, location to not be displayed to jobseekers when viewing your job. You can also hide this information with every job separately.

Post Jobs and renew expired jobs! You can manage your job postings (edit, delete, duplicate) and renew expired/archived jobs.

Search Resume and Send Private Messages! You can search our resume database and you can contact jobseekers.

Account Statistics! Online statistics about the number of job you can post, number of featured job you can post, and the number of resume contact details you can view. Online Statistics about how many times your jobs was viewed by jobseekers, total number of job applies received, expiration period etc.

My Inbox! Job applies, and private messages are stored in this section of the site. You can view the private messages you have received from jobseekers, the private messages sent by you, the job applies you have received. You can also block (reject) the selected jobseekers to not be able to send you more private messages or job applies. You can unblock them as well.

Bookmarked Resume! While searching our resume database you have the option to save the interested resumes into your bookmark list and review it later.

Sub-Accounts! If you have offices or bases in different locations you can create sub-accounts so that more than one user can post jobs using their own unique log-in. (Only the account holder can buy additional jobs/packages).

Alerts! Job seekers get Daily/Weekly jobs by email that match their specified criteria.

Delete your Account! You may delete your account and leave the system at anytime you wish. Your online jobs and profile will be automatically deleted from the database.

Advertising Possibilities	Validity	Price
Platinum Account	28 Days	£1,300
Silver Account	28 Days	£800
Solo	28 Days	£350
Hot Job	7 Days	£350
Banner Advertising	28 Days	£300
Newsletter Sponsorship	1 Edition	£600
Targeted E-mail	1 Email	£1,100
Viewing of 50 CV's	28 Days	£300
Single Job Post	28 Days	£250

How can I start advertising with Travelvocation?

Please feel free to contact our Advertising Team. They will be able to give you detailed advice on what we can offer to meet your requirements in a way that will suit your budget.

The Advertising Team can be contacted by e-mail:

advertise@travelvocation.com

THE COMPANY

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