

# Media Pack

# Job Advertising

## Display Job Advert

- ☆ High impact dual branded HTML job advert
- ☆ Ideal for client branded campaigns
- ☆ Highlighted in search results as a top job
- ☆ Live for 28 days, refreshed every 7 days
- ☆ Included in daily job alert

## Premium Job Advert

- ☆ Branded with your logo
- ☆ Live for 28 days and included in daily job alert
- ☆ Ideal for client branded campaigns

The screenshot displays the GAAP web job advertising interface. At the top, there are navigation links for 'Home', 'Find a job', 'Jobs by email', 'Search recruiters', 'Careers advice', and 'Blog'. The main content area is titled 'Accountant jobs' and features a search bar and a 'Refine your search' sidebar. The search results show several job listings, including one for 'Accountant' at 'next' and another for 'Group Accountant' at 'Watson Moore'. A premium job advert for 'Next Careers' is highlighted, featuring a woman in a yellow top and the text 'fashion a FUTURE IN FINANCE'. Below this, a detailed job description for a 'Group Accountant' at 'Watson Moore' is shown, including details about the role, salary, and application process.

## Talent Pool

Take a proactive approach to recruitment by accessing the UK's largest finance & accountancy talent pool of over **373,000** candidates. Search by industry, keyword, salary and location to find your ideal candidate.

124,000 Accountants

67,000 Analysts

46,000 Financial Controllers

38,000 Finance Managers

34,000 Finance Directors

# Display Advertising

## Leaderboard

This run of site banner advert is ideal for branding campaigns or exposure for multiple vacancies.



winmark

One-Day MBA  
15th January, London

Home Find a job Jobs by email Search recruiters Careers advice Blog

e.g. Accountant

e.g. London

Within 5 miles

## Urgently Required

Your logo and a short introduction to your company or vacancy on the homepage, with a link to your job.

Job Title	Category	Location
Accountant 659	Credit Controller 31	Financial Risk 38
Accounts Assistant 35	Finance Analyst 313	Graduate 13
Accounts Payable 36	Finance Business Partner 92	Management Accountant 205
Assistant Accountant 33	Finance Director 79	Payroll 25
Audit 181		
Bookkeeper 15		
CFO 15		

## Now Hiring

Proven traffic drivers, "now hiring" buttons are ideal for employer branding featuring your logo on the homepage with a link to all your current vacancies.

## Urgently



Assistant Commercial Finance Analyst  
Maidstone, Kent • Competitive salary + pension + health...



Finance Director  
Nottingham • Six figure base salary plus package



Senior Finance Manager  
Harlow • Competitive plus benefits

## Now hiring

View all recruiters >



## Job of the week



Head of Revenue and Benefits Assessment Service  
Conwy • Head of Service  
3 (£57,165 to £82,884)



## Get jobs by email

Sign up for job alerts and get the latest jobs direct to your inbox.



## Upload your CV

Get headhunted – upload your CV so recruiters and employers can find you.

## Are you hiring?



- Post jobs and monitor your applications
- Use our extensive database to search candidates
- Filter applications with screening questions
- And much more...

0207 348 5010

Learn more >



Audit Manager  
Financial Services

Up to £65K + great benefits

## About GAAPweb

GAAPweb is the specialist job site for Accountants, Analysts, Financial Controllers, Finance Managers, Finance Directors, and Chief Financial Officers. GAAPweb has the latest finance and accountancy jobs across all industries including FTSE 100, practice and public sector.

## Career n



## MPU

This high impact homepage advert is ideal for showcasing your company or individual vacancies. This advert can be animated for up to 15 seconds, allowing more engagement with job seekers.

magazine

Could you be the next NQ Accountant of the Year?

How do you make your CV stand out from the hundreds hitting employer's inboxes everyday? One way would be to become the 2015 NQ of the Year, sponsored by GAAPweb and awarded each year by PQ magazine.

View all articles >



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# Search Results Advertising

The screenshot shows a job search interface. At the top, there are search filters for job title (e.g., Accountant), location (e.g., London), and distance (Within 5 miles). Below this is a navigation bar with 'Home', 'Find a job', 'Jobs by email', 'Search recruiters', 'Careers advice', and 'Blog'. The main content area is titled 'Accountant jobs' and includes a 'Refine your search' sidebar with filters for Job Title, Category, Location, Salary Band, Contract Type, Hours, Recruiter Type, and Experience Levels. The job results list includes:

- Financial Accountant** (TOP JOB): Morgan Hunt Limited, £45546 - £53044 per annum. One of the g15 Housing Associations requires a fully Qualified Financial Accountant to support the group accountant on all aspects of the accounts ...
- Group Accountant** (NEW): Watson Moore Limited, Greater Manchester. My client, a high growth retail business is seeking an accomplished Financial Accountant to report directly into the FC within a Group Reporting ro...
- Project Accountant** (NEW): WWB Recruitment, Barrow in Furness, Cumbria. £35-45k + benefits. WWB is representing a leading employer in the Cumbria region based in their offices in Barrow-in-Furness to recruit...
- Senior Technical Accountant**: iMPART Recruitment Ltd, London (Central), London (Greater). £65000 - bonus + bens. Senior Technical Accountant sought by lead resources Plc to provide key accounting po...
- Commercial Accountant - Supply**: Churchhill, Birmingham, West Midlands. 40,000 - £47,000 + Bonus + Benefits.

A blue callout box points to the top job listing with the text: **Skyscraper** Target candidates with a prominent position on search result pages. This high impact position is ideal for employer branding.

Category sponsorship ensures your job appears at the top of a candidate's search results and is highlighted as a "top job"

## Job titles you can own Guaranteed to be top of the results page

- ✓ Accountant
- ✓ Accounts Assistant
- ✓ Accounts Payable
- ✓ Assistant Accountant
- ✓ Finance Analyst
- ✓ Finance Director
- ✓ Finance Manager
- ✓ Finance Controller
- ✓ Tax
- ✓ Treasury
- ✓ CFO
- ✓ Graduate/Trainee
- ✓ Audit
- ✓ Bookkeeper
- ✓ Management Accountant
- ✓ Credit Controller
- ✓ Financial Risk
- ✓ Graduate
- ✓ Payroll
- ✓ Purchase Ledger

# Email Advertising

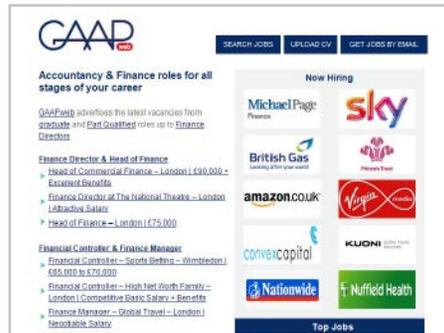
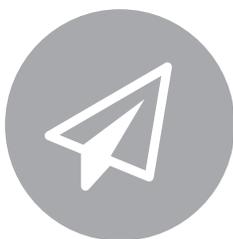


## Targeted Email

Bespoke email to a specific segment of our talent pool  
(Example: *Accountant, Canary Wharf, £40,000-£50,000*)

Designed for those hard to fill positions or as part of a wider recruitment campaign, these HTML emails are also perfect for employer branding.

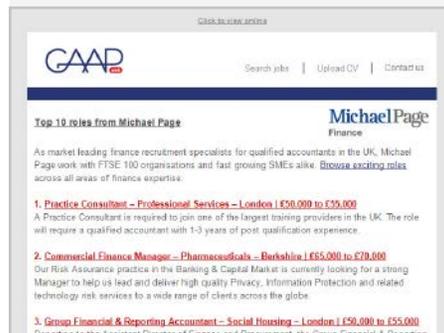
Segment our audience by keyword, location, salary and sector to ensure your vacancy reaches the right candidate.



## Newsletter Sponsorship

A button linking to your job on our weekly newsletter, sent to 166,000 candidates

Drive targeted traffic to your roles through our weekly candidate newsletter.



## Top 10 Jobs Newsletter Sponsorship

Promote 10 priority jobs on a sponsored weekly newsletter.

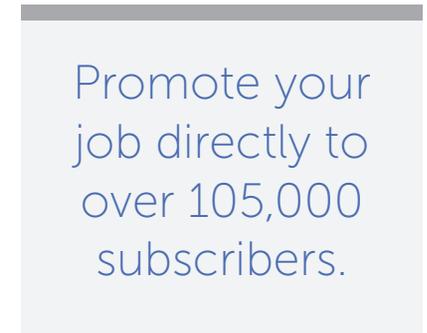
Send to a segment of our candidates based on job title or location.



## Sponsored Job Alert

Banner advert on our candidate **jobs by email alert**, 1.3 million sent every month.

Exclusive promotional opportunity with sponsorship of the daily job alert email.





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