

# Banner Rate Card

JOBBERMAN NIGERIA  
2020



## Mission

'To help people find their dream jobs and help employers find the right people they need to be successful'

## Vision

'To build the best destination in Africa for jobseekers and employers'

- Reach Nigeria's largest jobseeker audience instantly on the internet and mobile phones.
- Receive and manage applications on the Application Tracking System (ATS).
- Edit your job listings anytime.
- Customize how your job listing is targeted by category, location, salary level and more.
- Get tailored recruitment services.
- Promote your brand as the preferred employer.
- Attract the best talent both local and International.

Sessions  
**+6,6m**

Users  
**+2,5m**

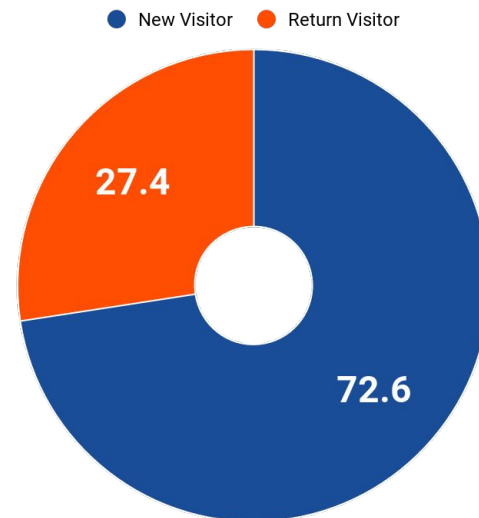
Page Views  
**+28m**

Page / Sessions  
**5**

Avg. Session Duration  
**5mins**

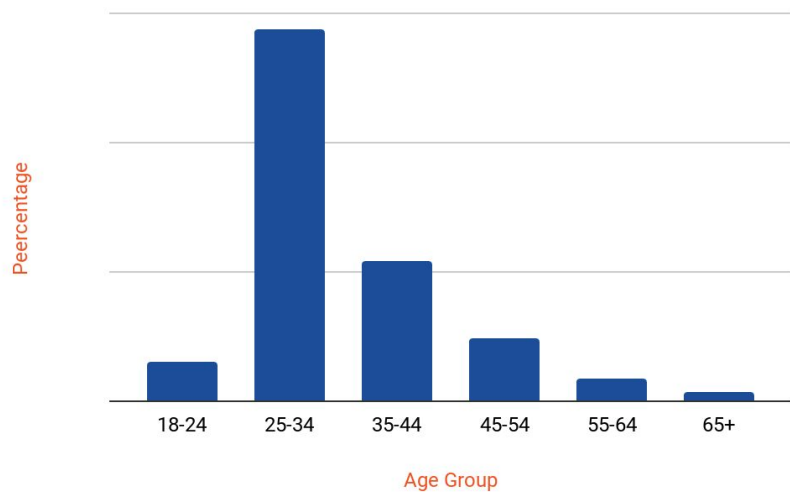
Bounce Rate  
**40%**

% New Sessions  
**38%**

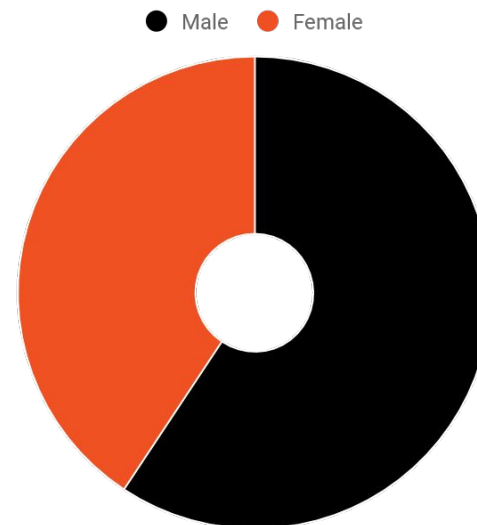


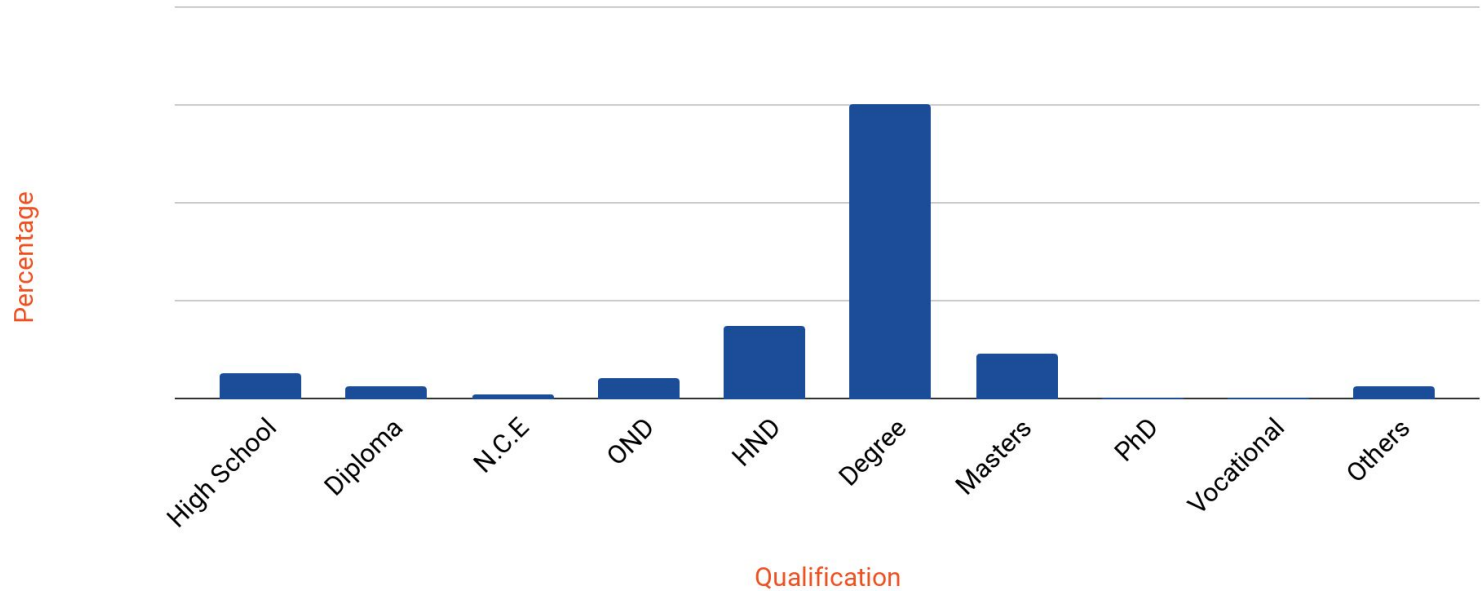
★ Source: Google Analytics

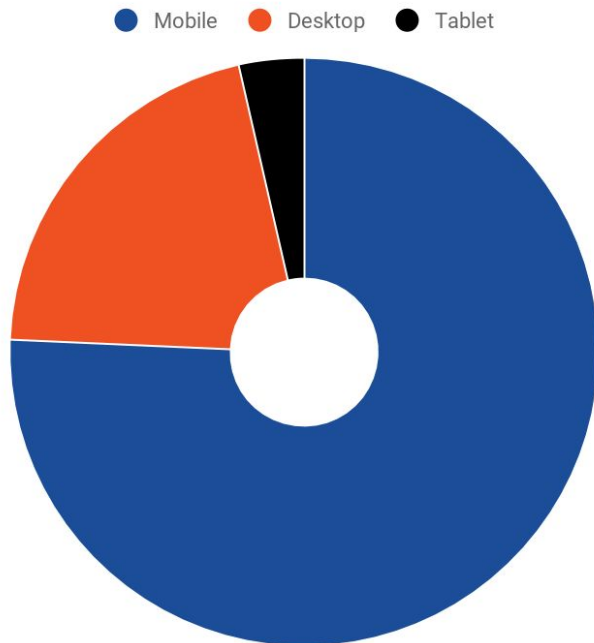
## Age



## Gender

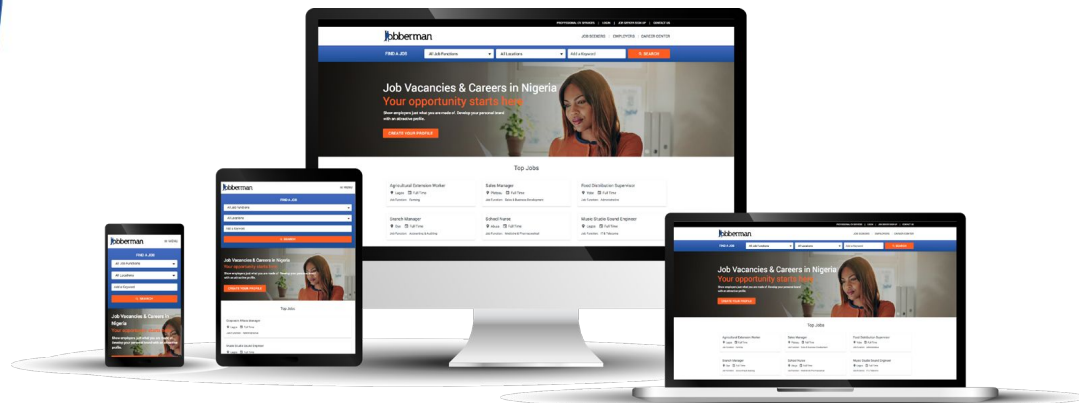


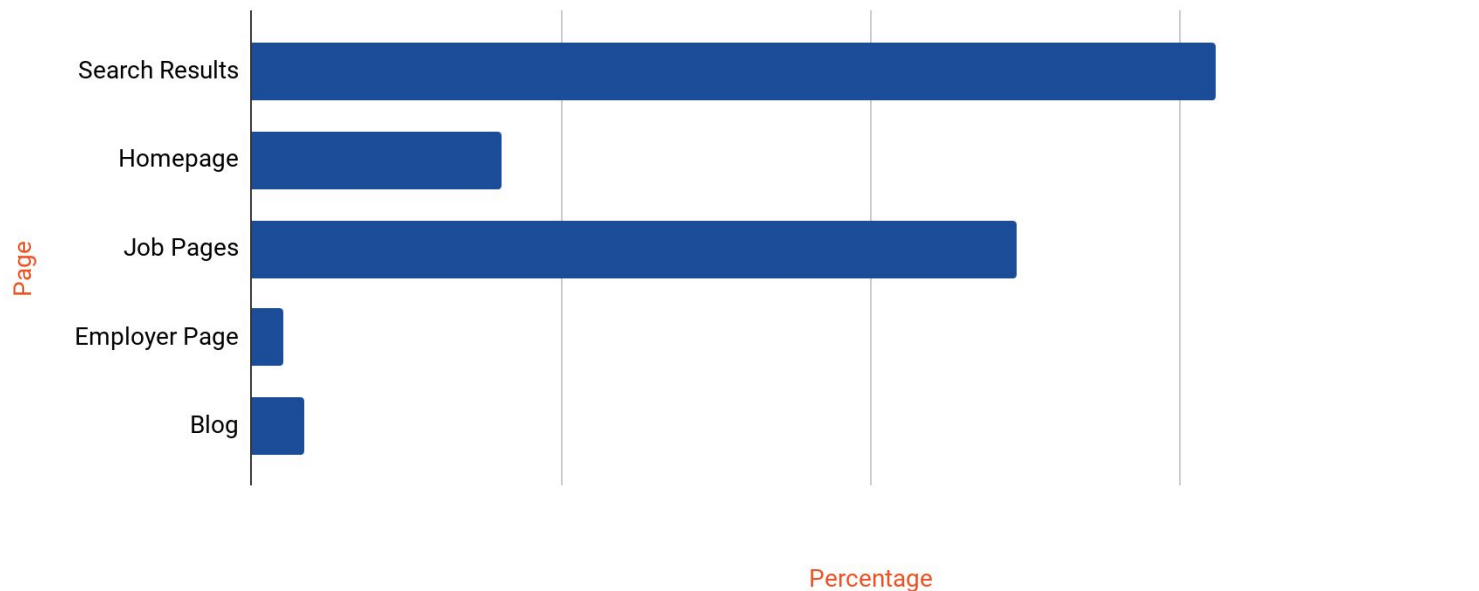




★ We have a higher mobile usage audience.

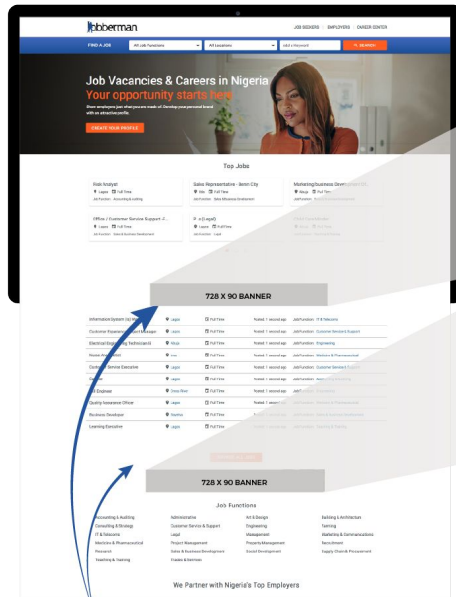
Device Category	Session
Mobile	<b>+4,9m</b>
Desktop	<b>+1,3m</b>
Tablet	<b>+200k</b>





★ These are the top pages consumed by our users.





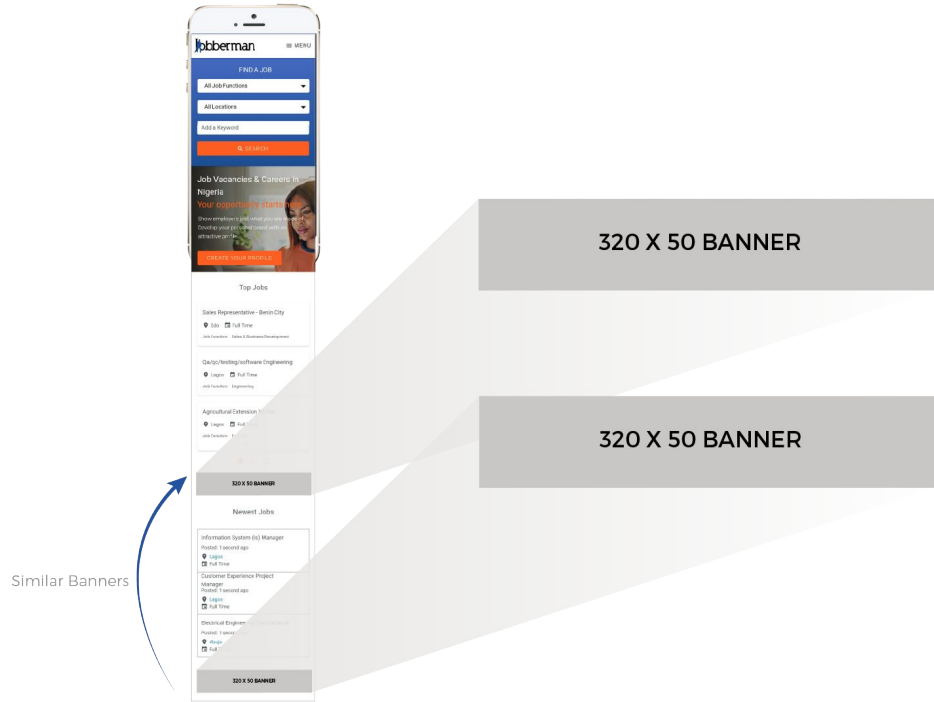
728 X 90 BANNER

★ There are two banner slots available on the homepage.

★ The cost covers both desktop and mobile.

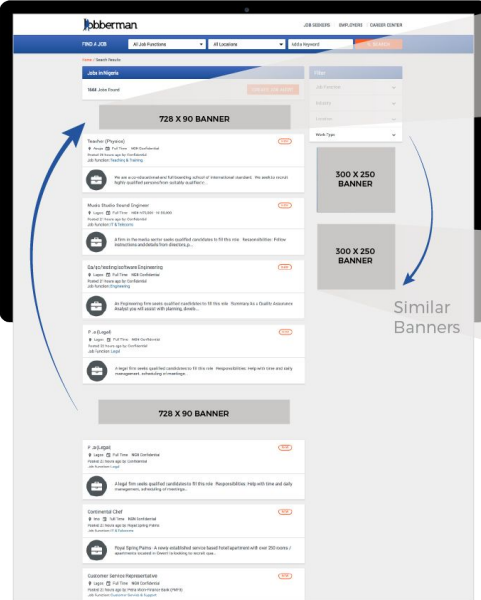
728 X 90 BANNER

Two Leaderboards Banners  
(Homepage)



- ★ There are two banner slots available on the mobile homepage.

## SEARCH PAGE BANNER COSTS (DESKTOP)



The screenshot shows a desktop view of the Jobberman search results page. A blue arrow on the left points to the search results area, labeled "Similar Banners". On the right, a grey box labeled "728 X 90 BANNER" points to the top banner area. Below it, two grey boxes labeled "300 X 250 BANNER" point to the job listing cards, which are also labeled "Similar Banners". A larger grey box labeled "300 X 250 BANNER" is positioned to the right of the job listing cards.

728 X 90 BANNER

300 X 250 BANNER

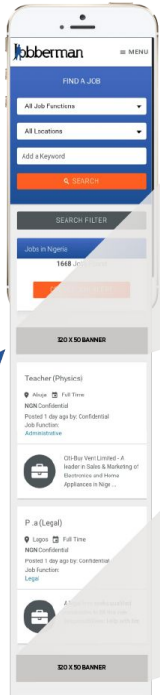
300 X 250 BANNER

300 X 250 BANNER

Similar Banners

Similar Banners

★ The cost covers both desktop and mobile.



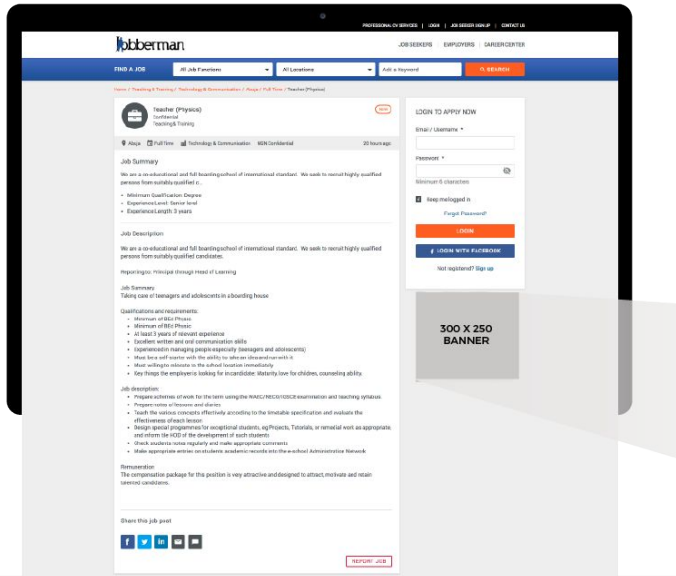
320 X 50 BANNER

320 X 50 BANNER

Similar  
Banners

- ★ There are two banner slots available on the mobile search page and they are only available when you purchase the 'Top & Mid Packages'.

## LISTINGS PAGE BANNER COSTS (DESKTOP)



The screenshot shows a desktop view of a Jobberman job listing. The job title is 'Teacher (Physical Education)' and the location is 'London, Teaching Training'. The job summary states: 'We are an educational and full boarding school of international standard. We seek to recruit highly qualified persons from suitable qualified to...'. The qualifications and requirements listed include: 'Minimum 5(5) years', 'At least 3 years of relevant experience', 'Excellent written and oral communication skills', 'Experience in managing groups especially Designers and abstractors', 'Must be self-motivated with the ability to plan and deliver lessons', 'Must undergo induction on the school location immediately', and 'Key focus: top employers looking for candidates: ability love for children, counseling skills'. The job description includes: 'Prepare schemes of work for the term using the NACE/PRECO/COCE examination and teaching syllabus', 'Prepare notes of lessons and deliver', 'Teach the various concepts effectively according to the timetable specification and evaluate the effectiveness through tests', 'Design special programmes for exceptional students, projects, Tutorials, or remedial work as appropriate and return the CEO of the development of such learners', 'Check students come regularly and make appropriate comments', and 'Make appropriate notes on students' academic records into the school Administrative Network'. The remuneration section states: 'The compensation package for the position is very attractive and designed to attract motivated and retain talented candidates'. At the bottom of the listing, there are social media sharing icons and a 'REPORT JOB' button. A grey callout box with a white border points to a specific area on the page, containing the text '300 X 250 BANNER'.

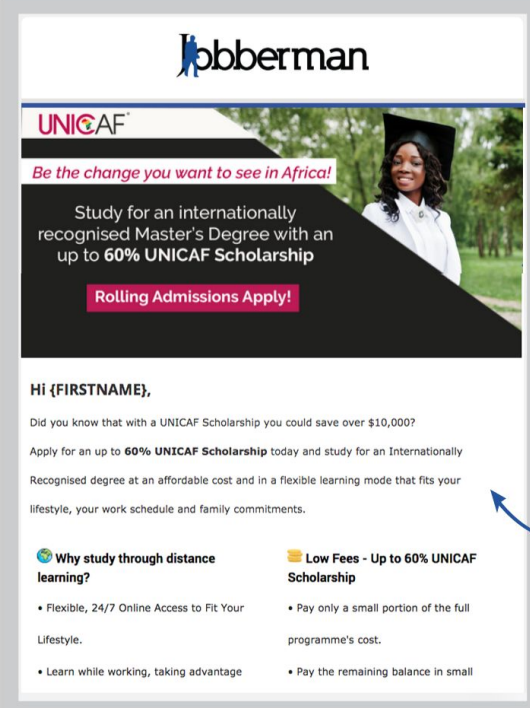
★ The cost covers both desktop and mobile.

300 X 250  
BANNER



320 X 50 BANNER

- ★ There is one banner slot available on the mobile listing page.



**Jobberman**

**UNICAF**

*Be the change you want to see in Africa!*

Study for an internationally recognised Master's Degree with an up to **60% UNICAF Scholarship**

**Rolling Admissions Apply!**

**Hi {FIRSTNAME},**

Did you know that with a UNICAF Scholarship you could save over \$10,000?

Apply for an up to **60% UNICAF Scholarship** today and study for an Internationally Recognised degree at an affordable cost and in a flexible learning mode that fits your lifestyle, your work schedule and family commitments.

**Why study through distance learning?**

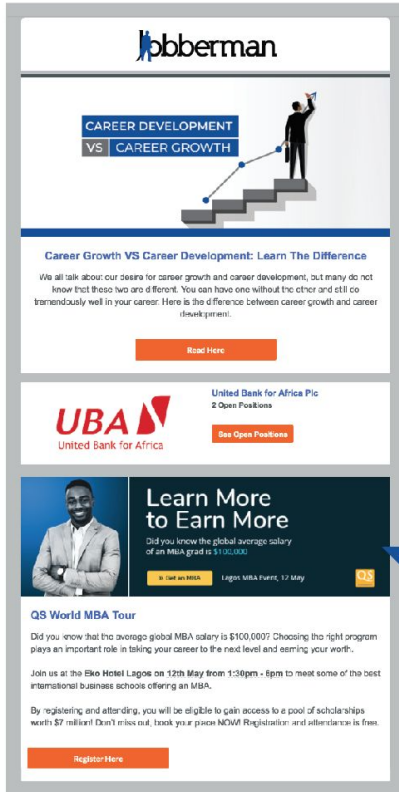
- Flexible, 24/7 Online Access to Fit Your Lifestyle.
- Learn while working, taking advantage

**Low Fees - Up to 60% UNICAF Scholarship**

- Pay only a small portion of the full programme's cost.
- Pay the remaining balance in small

Dedicated  
Communication

- ★ 1 dedicated & customised email to our full database.



**Jobberman**

CAREER DEVELOPMENT  
VS CAREER GROWTH

**Career Growth VS Career Development: Learn The Difference**

We all talk about our desire for career growth and career development, but many do not know that these two are different. You can have one without the other and still do tremendously well in your career. Here is the difference between career growth and career development.

[Read Here](#)

**UBA**  
United Bank for Africa

United Bank for Africa Plc  
2 Open Positions

[See Open Positions](#)

**Learn More to Earn More**

Did you know the global average salary of an MBA grad is \$100,000?

[See Job Details](#) | Lagos MBA Forum, 12 May

**QS World MBA Tour**

Did you know that the average global MBA salary is \$100,000? Choosing the right program plays an important role in taking your career to the next level and earning your worth.

Join us at the Eko Hotel Lagos on 12th May from 1:30pm - 6pm to meet some of the best international business schools offering an MBA.

By registering and attending, you will be eligible to gain access to a pool of scholarships worth \$7 million! Don't miss out, book your place NOW! Registration and attendance is free.

[Register Here](#)

Email Banner Ad

- ★ We include an Email banner in our weekly emails.
- Three slots are available per week





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