



Sourcing your workforce through

EURO-RESOURCE

is child's play

Why use Euro-Resource?



Euro-Resource is one of only a few dedicated internet sources in the UK for finding skilled construction and civil engineering workers.

We're on the first page of Google, Yahoo and MSN for almost every trade (mostly in the first 3 positions)!



Statistics indicate that Euro-Resource's website will be visited by around ONE MILLION job seekers in 2007.



There isn't a simpler and more cost effective method of recruitment.

Compared to other media, internet advertising is the cheapest method.



We give you a dedicated web page that sends applicants straight to your website or email address.

We will also include your company's Logo if you have one.

**Connect with job seekers
throughout the UK, Europe
and beyond . . .**



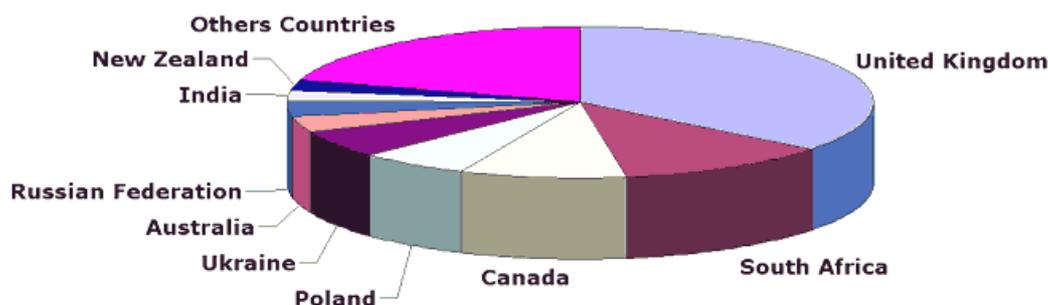
As well as job seekers living in the UK, our site attracts candidates from Poland, Eastern Europe and further afield as part of our unique strategy which sets us apart from our competitors.

Foreign workers come to the UK to work, period.

Gains in productivity can be achieved by employing foreign workers, which helps explain why 10% of people found on building sites in the UK today are of foreign origin.

Whether you prefer British or foreign workers, our online services will help you find them!

Our aim is to become the most cost effective and powerful means of sourcing construction workers for employers and recruiters in the UK, Canada and Europe.



Countries where our jobseekers visit from

low-cost recruitment
has arrived!

SPECIAL

INTRODUCTORY OFFERS



SINGLE JOB

POSTING

£99.00 for 28 days



"FEATURED JOB"

(ON THE HOMEPAGE)

£199.00 for 28 days



5 JOBS

POSTING PACKAGE

£249.00

COMPARE COSTS ON OTHER SITES (costs given are for a single job posting)

CareersinConstruction	£350.00
Jobsite	£299.00 (for 2 weeks)
Monster	£270.00
Totaljobs	£175.00 (with 30% discount)
Fish4Jobs	£175.00



10 JOBS

POSTING PACKAGE

£399.00



<< UNLIMITED >>

POSTING PACKAGE

from £999.00

OTHER SERVICES

COMPANY BRANDING / ADVERTISING

Small Ad (sitewide)	£299.00 (6 months)
Large Banner (sitewide)	£399.00 (6 months)
Small Ad (homepage)	£199.00 (6 months)

Small Ad size = 148x64

Large Banner Ad size = 468x60

Multiple Job Advertising packages can be tailored to suit you and your company



Why recruit online?

Cost-Effective, Value for Money, Lower Cost to Hire

59% of the adult population i.e. 28 million adults in the UK are using the internet (25.2 million from home).

9.4 million Internet users said they had used the Internet to look for jobs in the last six months.

Source: BMRB's Internet Monitor (April 2006)

Online advertising continues to grow in importance as a mass marketing medium, attracting significant revenues away from other media.

Total online advertising revenues have increased almost eight-fold in real terms between 2001 and 2005 (from £0.17 billion to £1.3 billion per year).

Source: Ofcom

The Internet is the fastest growing medium. Advertising expenditure rose by 60% between 2004 and 2005.

Source: The Advertising Association

Many companies have experienced a reduction in their expenditure through online recruitment:

**Woolworths have achieved a 70% reduction in ad spend
B&Q have achieved a 30% reduction in 'cost per hire'**

Internet Advertising means that you can place an advert with no limits on the size of the job description, for a longer time period, and start receiving Job Applications faster than by using any other method and you can easily target the people you want to see your ad precisely.

"The increasing popularity of the Internet as a tool for finding jobs coupled with its cost-effectiveness makes a compelling case for investing in the Internet as a recruitment tool."



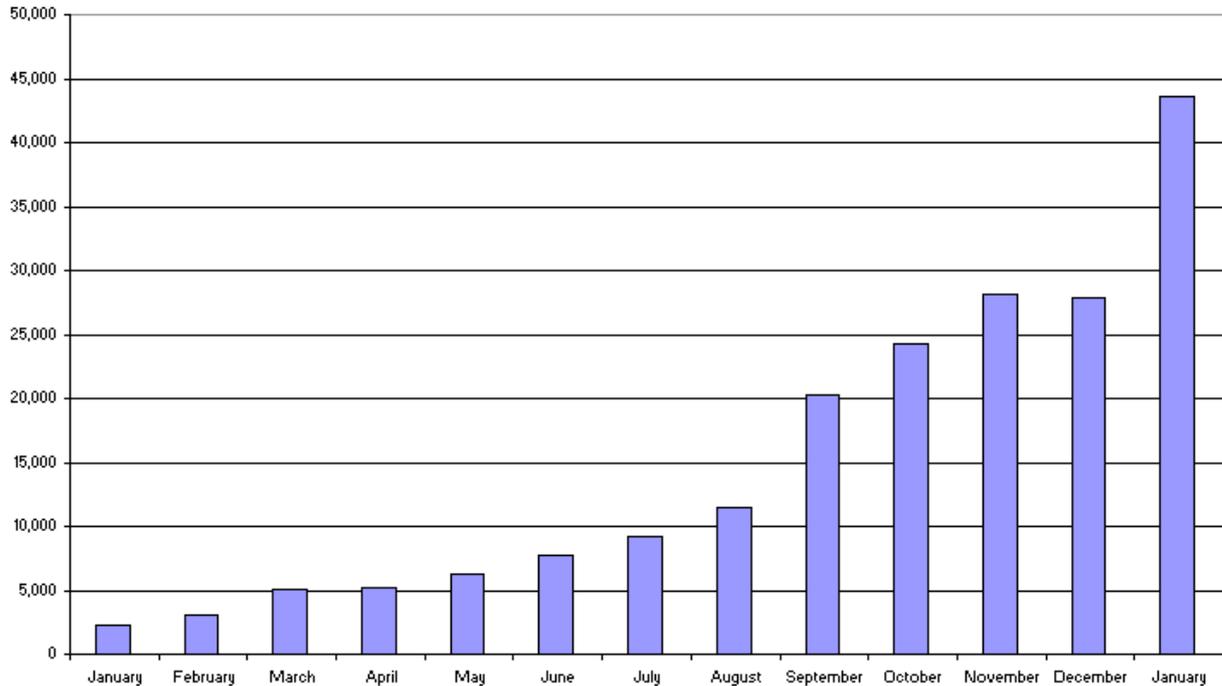
Reach ONE MILLION

Construction & Engineering

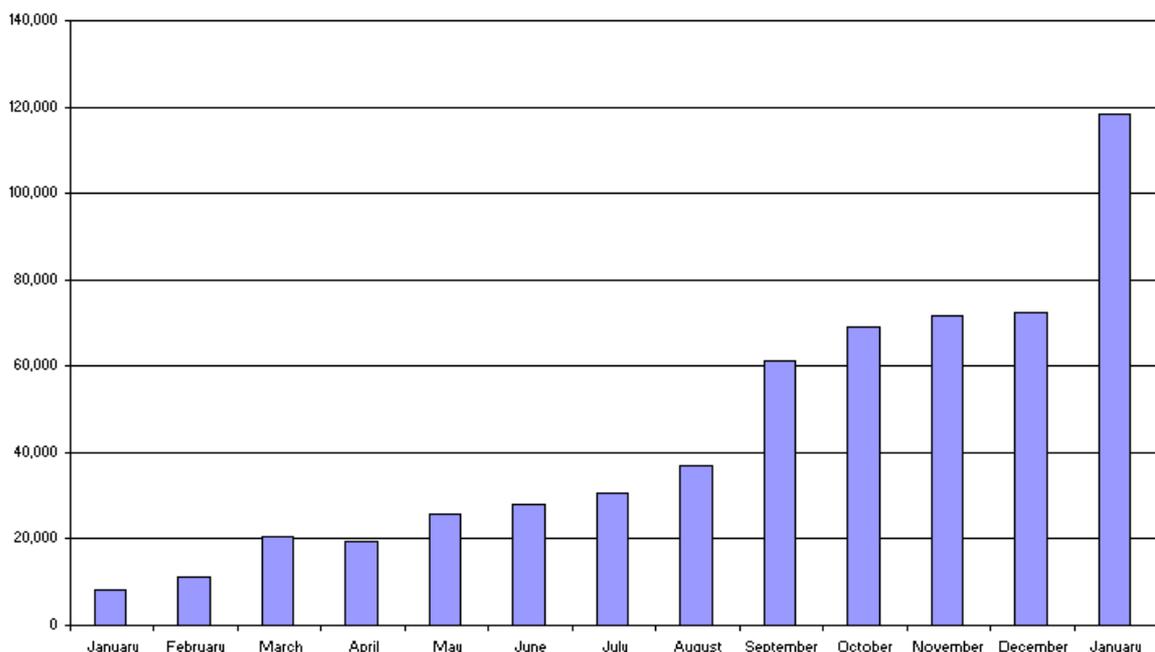
Jobseekers

VISITOR STATISTICS

UNIQUE VISITORS 2006 - 2007



BASED ON AVERAGE GROWTH, WE EXPECT c. ONE MILLION UNIQUE VISITORS IN 2007



WITH CONSTANTLY IMPROVING CONTENT

WE EXPECT AROUND 4 MILLION PAGE VIEWS TO BE DELIVERED IN 2007

Posting a Vacancy

As Easy as 1 - 2 - 3



1

Register by going to: <http://www.euro-resource.co.uk/?x=empreg>
Give your details and select what type of advertising you want and give your payment details.

2

You will be allocated an Account Manager who will contact you to discuss how your account will operate.

For new accounts you will be asked to make pre-payment using a company cheque or bank transfer. If you decide to pay by cheque you will be asked by your account manager for the cheque number and you should post this to us as soon as possible so that we can activate your account.

3

Your account will go live after which time you can submit jobs.

For more information or to start advertising your vacancies, please call or email us on:

0161 - 628 8783 / 0845 - 156 2152

(UK) +44 161 628 8783 / +44 845 156 2152

REGISTER at: <http://www.euro-resource.co.uk/?x=empreg>

Visit our website: <http://www.euro-resource.co.uk>

E-mail: webmarketing@euro-resource.co.uk

“YOUR R.O.I. - IS WHAT OUR BUSINESS IS ABOUT”

SLAMMED!

JOB BOARDS

Speaking at the “Online Recruitment 2007” – conference in January 2007, Jason Gorham of the US-based CareerMetaSearch.com stated that generalist job boards fail to elicit the right candidates for their advertisers. In 2005, market leading job boards Hot Jobs, CareerBuilder, and Monster filled only 28.4% of mid-level postings in the United States, Gorham ended.

In answer to a question put by a member in the audience, Gorham stated that niche, or specialist job boards often delivered better results.

The following responses have appeared in response to a similar article in “Recruiter”:

From working previously with the generalists they always promise lots but never really deliver the quality that you want. Smaller niche sites never boast about big numbers but instead deliver good quality targeted candidates. - MHR Consultancy

Couldn't agree more, niche job boards find candidates in the sectors employers are looking for. - Martin Garvey

Having previously worked at a large job board, I found that the major concern was about how big the number job seeker number was. It would be good to see more realistic figures representing the true size of the numbers of job seekers, and more focus on the quality (in numbers) rather than quantity. - Kork Desai

I have to fully agree here. From previously working at Fish4 Jobs for five and a half years, a UK based generalist site which boasts very high unique user figures, however the high traffic to the site never actually translated into quality and quantity in response which ultimately is why clients are paying a fee to advertise. Passive jobseekers combined with poor quality candidates usually applying for roles that they are inexperienced to undertake is a major problem for generalist sites, although they do serve the high street brands very effectively. Specialist sites may boast less unique users, however the calibre of response is enough to secure a solid return in investment from their clients. - Jimmy Kyriacou

Our comment:

To me it sounds incredible that anyone with the experience we've had would go to a generalist job site to advertise their vacancies when looking for highly skilled personnel. We used to advertise on TotalJobs.com and found we were receiving lots of under-qualified or totally unsuitable candidates applying for the jobs we advertised. Not only did we not find the candidates we were looking for, but we wasted both time and money sifting through useless applications. We learnt the hard way.

When you absolutely want the best food, surely you go to a delicatessen and not one of the large supermarkets? – Euroresource International Ltd.