

SKY

ADVERTISING
BRANDING
MARKETING

NEW YORK
14 East 33rd Street
New York, NY 10016
212-677-2500

PHILADELPHIA
1700 Market Street
Philadelphia, PA 19103
215-365-4040

SKYAD.COM

SKY SOLUTIONS — WEBSITE BANNERS SEPTA'S WOMEN IN TRADES CAREER FAIR EVENT



Women Building SEPTA
Trades & Technical Career Fair
Saturday, October 1, 2016, 9am-1pm
[Click to pre-register.](#)



The Southeastern Pennsylvania Transportation Authority (SEPTA) operates the bus, trolley and rail system in the Philadelphia region. Recognizing the importance of increasing their workforce to include women in traditionally male jobs, SEPTA decided to hold a Career Fair that included job interviews with hiring managers, esteemed City Council guests and invited trade schools and community colleges to help those women who might be interested in a job in the trades but have yet to gain the necessary experience.

ENTER SKY ADVERTISING:

Typically, women represent less than 4% of the workforce in the trades so a plan had to include a method of attracting women by utilizing non-traditional media. As part of that plan, Sky Advertising instituted a web banner campaign around the Philadelphia region for two weeks leading up to the event. 1,000,000 banner impressions were delivered on women-dominated sites that included Cosmopolitan.com, Realsimple.com, Sheknows.com, Glamour.com, Shape.com, Allwomenstalk.com, and Jezebel.com as well as general news sites like Philly.com, NJ.com, and HuffingtonPost.com and the career sites LinkedIn.com, Careerbuilder.com, and Monster.com

RESULTS:

Although there is a very small number of women either in the trades or interested in the trades, the web banner campaign delivered 1,277 clicks (women clicking on the ad and were sent to the SEPTA website that had more information regarding the event). SEPTA reported the event an unqualified success and have now added more women to their talent pipeline and workforce.



Women Building SEPTA
Trades & Technical Career Fair
Saturday, October 1, 2016, 9am-1pm



SEPTA Headquarters
1234 Market Street Lobby,
Philadelphia PA 19107
[Click to pre-register.](#)
Building The Future

SKY

ADVERTISING
BRANDING
MARKETING

NEW YORK
14 East 33rd Street
New York, NY 10016
212-677-2500

PHILADELPHIA
1700 Market Street
Philadelphia, PA 19103
215-365-4040

SKYAD.COM

SKY SOLUTIONS — WEBSITE BANNERS SEPTA'S WOMEN IN TRADES CAREER FAIR EVENT

CAMPAIGN REPORT

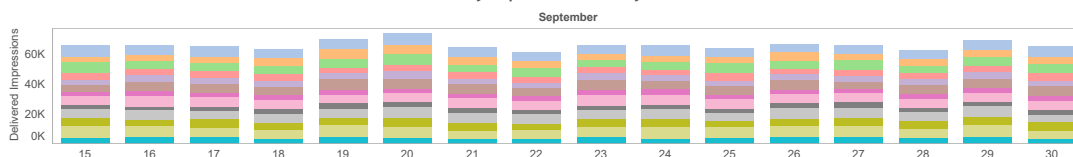


Campaign Dates: September 15th – September 30th
Impressions: 1,000,000
Target Sites: LinkedIn.com, Careerbuilder.com, Monster.com, Jezebel.com, Cosmopolitan.com, Realsimple.com, Sheknows.com, Glamour.com, Shape.com, Allwomenstalk.com, Philly.com, NJ.com, HuffingtonPost.com
Ad Units: 300x250, 468x60
Targeting: Philadelphia Metro

Total Campaign Delivery

Projected Impressions	Delivered Impressions	% Delivery	Clicks	C.T.R.
1,000,050	1,072,868	107.28%	1,227	0.11%

Daily Impression Delivery



Site	Impressions	Clicks	C.T.R.	Site
Allwomenstalk.com	102,249	135	0.13%	Allwomenst..
Careerbuilder.com	78,489	78	0.10%	Careerbuid..
Cosmopolitan.com	98,080	133	0.14%	Cosmopolit..
Glamour.com	65,044	67	0.10%	Glamour.co..
HuffingtonPost.com	60,749	68	0.11%	HuffingtonP..
Jezebel.com	102,580	129	0.13%	Jezebel.com
LinkedIn.com	52,864	45	0.09%	LinkedIn.co..
Monster.com	99,582	114	0.11%	Monster.com
NJ.com	46,572	53	0.11%	NJ.com
Philly.com	104,886	139	0.13%	Philly.com
Realsimple.com	84,021	86	0.10%	Realsimple...
Shape.com	108,853	113	0.10%	Shape.com
Sheknows.com	68,899	67	0.10%	Sheknows...

Email us at info@skyad.com or visit our website at skyad.com.