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ADVERTISING
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WEBSITE BANNER ADS REACH PASSIVE CANDIDATES



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Kitchen Manager



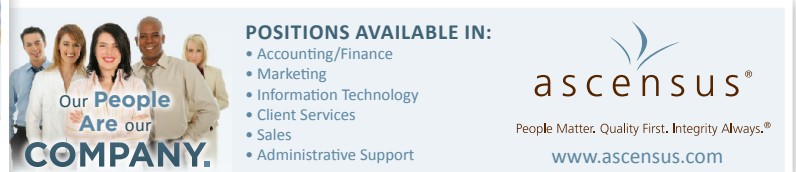
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When most companies advertise their jobs online they simply post it on a job site, promoting them to those who are looking for a new position. However, for years the “passive” candidate remains the gold standard of hiring, as those who are happy with their current job tend to be the most productive. With website banner ads talent acquisition specialists can now advertise to attract candidates in this elusive market.

Website banner advertising is one of the most popular and prevalent advertising mediums today, a favorite way for marketers to promote products and services to consumers on digital platforms. Brought into the sphere of recruitment advertising, it allows messages to be delivered to a specific population on general web sites that draw a specific demographic (think webmd.com for health care, wired.com for tech or general media sites like Philly.com or nj.com). Website banners can also be used on job boards like careerbuilder.com or monster.com. And, with employer branding at the forefront in a web banner, your advertising will rate higher when attracting new employees. A simple job posting, usually only a company’s internal job description, just can’t compete with the impact of banner advertising.

Website banner ads have a multitude of advantages:

- For non-job sites, they can specifically target viewers’ interests using complex algorithms to pinpoint groups by demographics
- For job sites, they can promote an employer’s brand in a dynamic way
- Highly customizable, ads can be all different forms of media: images and videos with click-throughs right to your careersite
- Depending on sites utilized, banner advertising can be very inexpensive
- Metrics-driven

Equipped with skilled, experienced creative and account services teams, Sky Advertising can develop online banner campaigns to drive more visits to your careersite, and applications to your ATS.

[View our Case Study →](#)

If you are recruiting for your organization and are missing out on the elusive passive job seeker market, email us at info@skyad.com or visit our website at skyad.com.