



oilandgaspeople.com

Better for candidates, Better for recruiters

MEDIA PACK >

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About us

Oil and Gas People is the largest and most popular oil and gas job and oil industry news site globally. We get over 1 million visitors per month and over 2.5 million page views. Each month 20,000 new candidates sign up and are added to our live fully structured candidate database that can be instantly and accurately searched using our advanced search tools.

We drive traffic through our award winning social media groups where we have direct reach to over 3.5 million people in the industry every month. Our LinkedIn groups have over 2 million members and our popular Facebook page regularly receives reach to over 1.2 million people in the industry every week.

Our website and extended networks have reach to more people in the industry through more platforms than any other PR company, website, job portal or news outlet. Our exposure to the global oil and gas workforce is second to none.

Oil and Gas People offers a live snapshot of the global oil and gas workforce and its availability. We allow recruiters to post jobs and view applicants detailed profiles 100% free of charge. Our free to post model means that more jobs are advertised and we are quickly becoming the industry's 'go to' site for recruiters and candidates around the world.

Recruitment Advertising

Oil and Gas People is used by recruitment agencies, service companies and oil companies. Our industry first, free to post job advertising model removes all cost barriers and allows recruiters to advertise and fill positions with ZERO cost.

Our live candidate database ensures you can instantly find suitable candidates that are available and looking for work. No more sifting through thousands of out of date CVs and Resumes.

Post your positions on Oil and Gas People and then let us do the hard work. We will send intelligent job alerts out through our own candidate database and target passive as well as active candidates via our huge social media groups.

Premium users can have full unrestricted access to the industry's most current candidate database.

Regardless of how you choose to access Oil and Gas People, it is always free to post jobs and view all of your direct applicants details.

PR and Marketing

Oil and Gas People can provide an array of PR and marketing services to suit all organisations. Our reach to people in the industry is huge and we can offer multi touch campaigns that combine direct, on-site and social media marketing including:

- **PR Blasts**
- **HTML Email Campaigns**
- **Banner Advertising**
- **LinkedIn Announcements**
- **Lead Generation**
- **Featured Recruiter Spots**
- **News Articles**

We offer 'PR Blasts' across all of our social platforms, HTML email campaigns to our extensive mailing lists, LinkedIn email announcements to 2 million+ members, banner and on-site advertising on our website and lead generation services for relevant third party services that we can integrate into user areas of the website.

Oil and Gas People can provide all these services and more as part of a customised package focused around your organisations exact requirements.

Live Candidate Database

Oil and Gas People is the only industry job site to maintain a live candidate database. Candidates are required to update their availability on Oil and Gas People every 60 days to stay live on the site. While you still have the ability to search outdated profiles we automatically return suitable candidates in order of availability.

From candidates profiles you can instantly see their status and gauge whether they are actively, passively or not currently looking for work. You can see when they last logged in and updated their profile along with their notice period and lots of other relevant information.

We send candidates automatic reminders when their profile needs updating and send regular email campaigns encouraging them to complete a detailed profile on Oil and Gas People. Profiles need to meet minimum criteria before they go live to recruiters.

Candidates profiles are their own free online CV that they can link to and use when applying for jobs anywhere on the Web. There is more incentive for candidates to take ownership of their profile and to regularly update it.

Free Job Advertising

Our free access service lets you post unlimited jobs and view detailed profiles of all your applicants. Our convenient free in-site candidate management system allows you to quickly manage and vet all applicants.

We are committed to being the industry's one stop site for candidates and have therefore made it entirely free for recruiters to post and fill positions. Premium services are available for companies that wish to receive full database access or to benefit from featured jobs and job branding.

PR Blasts

News is the biggest driver of traffic to Oil and Gas People. On average we post over 500 articles per month that go out through all of our networks. We rank number one in searches for oil and gas news and get more traffic than any other industry specific news site online.

Oil and Gas People can promote your company and issue your Press Release or content through our news service as a PR Blast. This allows you one featured article on our website, which features on our homepage for several hours and is then distributed across our 30+ LinkedIn groups, posted on Oil and Gas People's Twitter page and posted on our Facebook page which has a weekly reach to more than 1.2 million people.

LinkedIn Announcements

Oil and Gas People owns the largest oil and gas group network on LinkedIn with a combined total of over 2 million members. Some of our groups feature in the top 20 and top 50 groups on LinkedIn from over 3 million live groups on the site. We have many groups targeting specific sectors and locations.

As group owners we get a weekly announcement to each of our groups. This is a plain text email delivered from a white labelled source (LinkedIn) to opted-in group members. It has up to 5 points of contact, reaching group members in their personal inbox, their LinkedIn inbox and through the groups' discussion feature. Announcements also get promoted as "Manager's choice" which means they will be featured on daily and weekly emails automatically generated by LinkedIn.

Email Marketing

Oil and Gas People have recently taken all our email processing services in-house with the installation of our own mail servers and our own email client. This allows us to send branded emails directly from our own servers and domain improving deliverability.

We send several types of emails automatically to site members. The most common are job alerts, daily news alerts and account emails such as prompts for candidates to update their profile.

We can offer clients the opportunity to sponsor these emails with a footer or banner included. In total we auto generate over 2.5 million emails per month. We can also offer exclusive sends where we can promote highly relevant services direct to any member demographic.

Banner Advertising

With so many website visitors, hundreds of thousands of hours of page time are spent each month on OGP. We have always kept banners on the site to a minimum with a maximum of 2 advertisers on any one page. This policy keeps the site clean and easy to use but also gives the few advertisers we do allow maximum exposure.

Banners can be in most formats but plain image based ones work the best as we need to take into account that 60% of site visitors are now accessing OGP from mobile devices. The news and job search pages on the site offer the best exposure. We can also help with design of advertising banners and campaign optimisation.

Third Party Services

Oil and Gas People work closely with third party organisations that provide relevant services to the oil and gas industry. We have integrated third party widgets into our news stories to convert news traffic into third party leads for advertisers, we have also adapted our sign up form to include lead generation for third party organisations. Oil and Gas People is innovative and adaptive and will work with advertisers to come up with solutions that deliver results for your organisation.

Pricing – PR and Marketing

LinkedIn Announcements

\$675 Setup fee and \$1150 per 100k reach

HTML Emails

\$1,350 Setup fee and \$135 per 1,000 recipient

PR Blasts

\$895 each

Surveys

Depends on medium and reach required POA

Banner Advertising

Various locations and sizes available from \$700 per month to \$3,000 per month - POA

Tailored Packages

Please speak to your account manager to discuss all available options.

Pricing – Recruiter Packages

Bronze Plan:

Perfect for smaller recruitment companies and sole traders:

- Full Database Access with 25 x CV downloads per day
- Unlimited Job Postings
- Free support

\$149 per month or \$1,499 per annum

Gold Plan:

Perfect for larger recruitment companies and direct employers:

- Database Access with Unlimited CV downloads per day
- Unlimited Job Postings
- Free support
- Unlimited User Accounts
- Full Job branding

\$1,199 per month or \$11,999 per annum

Silver Plan:

Perfect for medium sized recruitment companies and direct employers:

- Database Access with 100 CV downloads per day
- Unlimited Job Postings
- Free support
- 2 User Accounts
- Full Job Branding

\$549 per month or \$5,499 per annum

Platinum Plan:

Perfect for larger recruitment companies and direct employers:

- Database Access with Unlimited CV downloads per day
- Unlimited Job Postings
- Free support
- Unlimited User Accounts
- Full Job branding
- Social Media Distribution and 20 hot job spots per month
- Featured Recruiter Spot on Homepage
- Free PR Distribution

\$1,999 per month or \$19,999 per annum



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Introducing a better recruitment solution for the Oil and Gas Industry

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