



# pa pool

**www.papool.co.uk** is a dedicated website for disabled people looking to employ a PA (carer) and PAs (carers) looking for work. PA Pool is a market leader in its field, offering members the unique opportunity to interactively manage their own recruitment/employment



## About PA Pool

PA Pool was launched in June 2007, it is the only website of its kind and has already scooped four award nominations for its unique innovation

The website holds a captive audience of over 5000 PAs and PA users

PA Pool is user led so therefore understands the importance of providing a tailored offering that enriches the life for other PAs and PA users

## Why advertise on PA Pool?

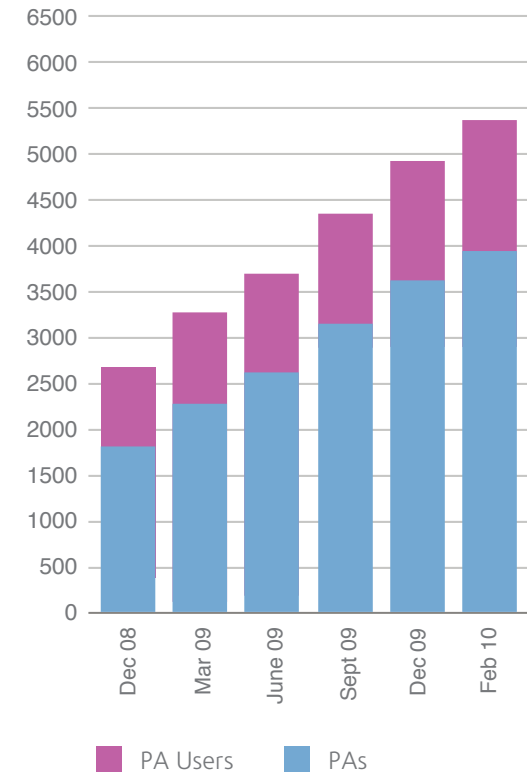
By placing an advert on PA Pool, you are guaranteed direct exposure to a UK wide audience which is highly receptive to services or products your business has to offer

100% of PA user members employ their own personal assistants / carers, thus regularly require legal, insurance and financial services

99% of PA user members have severe mobility difficulties therefore own equipment such as powerchairs, scooters, hoists and adapted cars

By advertising on PA Pool, you can help us to ensure that disabled people remain as independent as possible through every aspect of their lives

## Member figures



# Advertising option 1

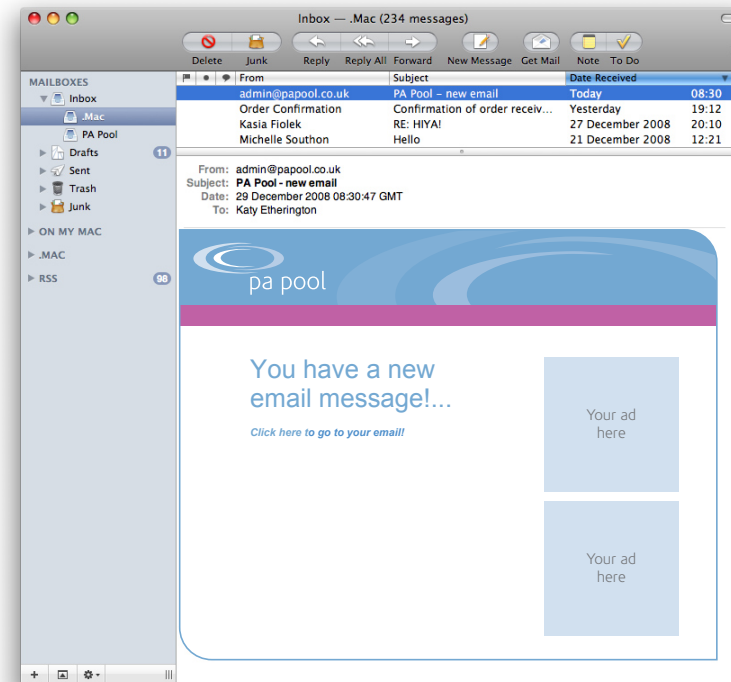
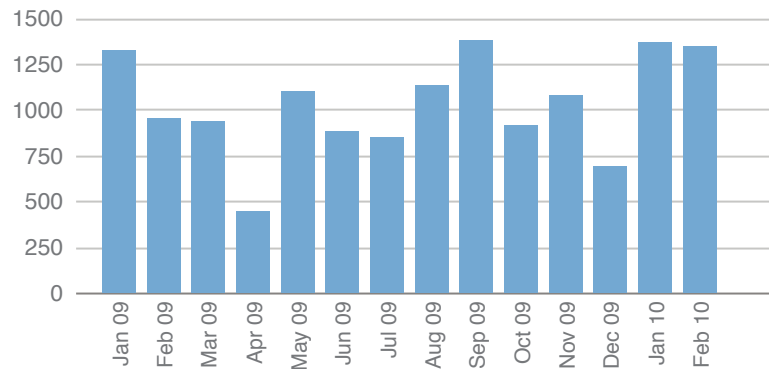
Advertise directly to a targeted audience specifically relevant to your business via the following advertising spaces:

## Email message banners

Each time a member sends an email to another member via the website email facility, an automated new message alert is sent to the recipients private email address.

On average 1000 of these emails are being generated per month and as the member base increases, so will this figure.

## New message email figures



We offer 2 different sized email message banners, which are available to hire in monthly slots, click below for an actual size html example.

<http://www.papool.co.uk/email/newemail.html>



## Advertising option 2

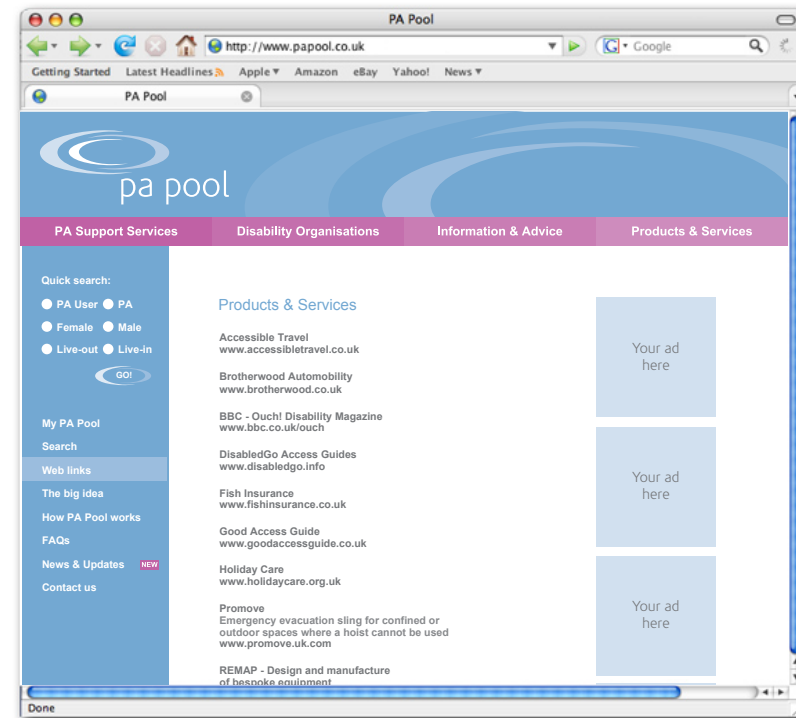
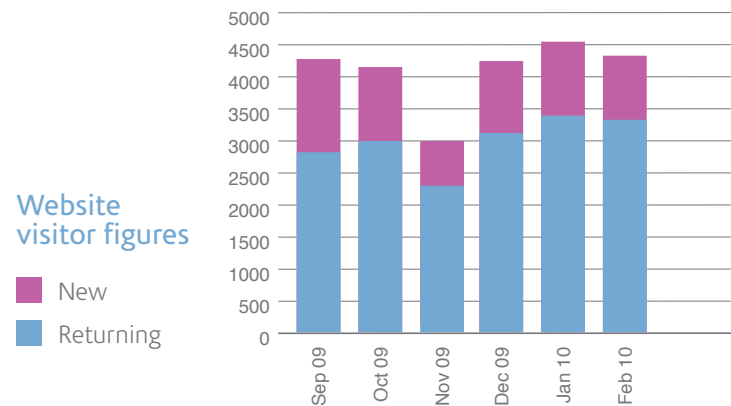
Advertise directly to a targeted audience specifically relevant to your business via the following advertising spaces:

### Weblink page banners

We are happy to add your company's weblink free of charge, but you can increase traffic to your website by highlighting your products and services with an adjacent advertisement.

Web link banners are available to hire either by month or by year.

Website visitor figures



## Advertising prices

If banner artwork is supplied...

### Email message banners

Vertical banner (120x240px) **£30** per month

Square banner (125x125px) **£15** per month

### Web links page banners

Square banner (125x125px) **£15** per month **£250** per year

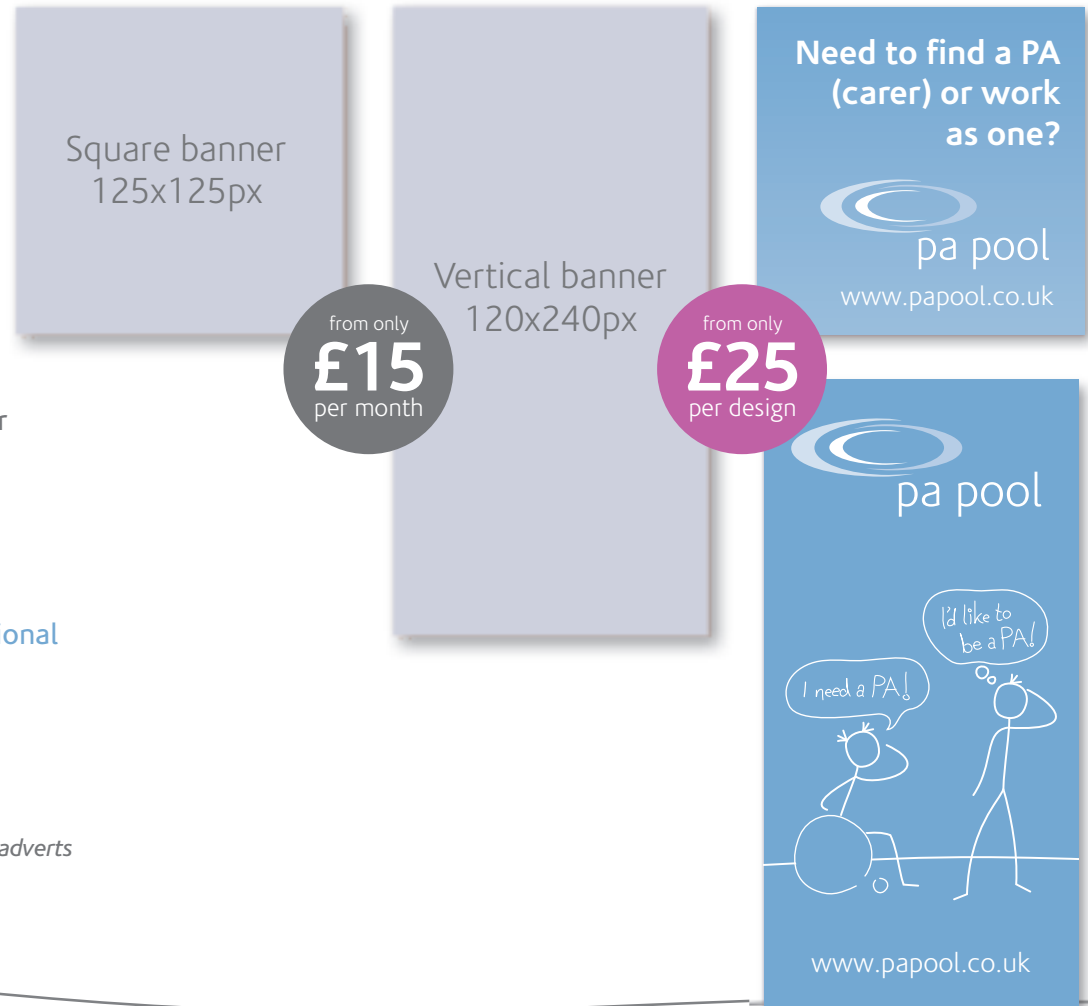
*All supplied banner artwork should be emailed as PDF, GIFF or JPG files.  
The resolution of all adverts and images should be 72 dpi at actual size*

If you require your banner to be designed, we offer a professional design service at the additional cost of...

Vertical banner (120x240px) **£50** per banner design

Square banner (125x125px) **£25** per banner design

*All supplied logos and images should be 72 dpi at actual size. All editorial for adverts should be sent in Word format. Call or email for more details.*



Square banner  
125x125px

Vertical banner  
120x240px

Need to find a PA  
(carer) or work  
as one?

pa pool  
www.papool.co.uk

from only  
**£15**  
per month

from only  
**£25**  
per design

pa pool

I need a PA!

I'd like to be a PA!

www.papool.co.uk



# pa pool

Talk directly to your market now,  
advertise your company on  
**[www.papool.co.uk](http://www.papool.co.uk)**

For more information or  
to book an advertising space,  
call Katy on 07702 343566  
or email [Katy@papool.co.uk](mailto:Katy@papool.co.uk)

