

media  
information



jagelf   
create your horizon

# what is jagelf?



In a world where the choice of university is made by financial concern rather than tradition, never has it been so hard for the top employers to find the top graduates. No longer is it the case that a trip to the top universities will guarantee you the top candidates. So how are you meant to find them?

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We are fortunate now however that the world has become smaller, the age of the internet has meant that a global marketplace is only a few clicks away, and today's graduates are the most computer literate generation ever produced.

However, today's graduates are very different from those just a decade ago and the levels of debt are steadily increasing. Every forecast shows this will only increase.

Add to this the concern that the majority of jobs are in London and the South East yet the majority of students are not. Many will need to relocate and undertake the stress and expense this entails.

With careers services generally overstretched and unable to give the necessary time to advise every student properly, how do you recruit the best and how do the best find you?

This is why **jagelf** was started: as a way of allowing graduates to seek out a better future, to create their own horizon and follow the path to it.

# so what makes jagelf different?

jagelf



The screenshot shows the jagelf website interface. At the top, there is a navigation bar with links for 'welcome page', 'Search for a recruiter', 'Jagelf Home', 'Student Login', and 'Competitions'. Below this is a 'Quick Search' section with a search bar and several filters: 'Job sector to:' (set to 'All job sectors'), 'Salary range:' (set to 'All salary ranges'), 'Recruiter type:' (with checkboxes for 'Intermediary' and 'Recruiter'), 'Qualification:' (with checkboxes for 'Intermediate' and 'Postgraduate'), 'Location:' (set to 'All regions'), and 'Job types:' (set to 'All'). There is a 'search' button. To the left of the search bar is a large image of a person's silhouette looking at a glowing globe. Below the search bar is a 'News and Deadlines' section with a 'View all news articles' link. To the right of the search bar is a 'Login' section with fields for 'Full Name', 'Email Address', and 'Password', and a 'login' button. At the bottom of the page are links for 'Home', 'Contact us', and 'About us'.

Some people have suggested we are a jobsite, but jagelf is far more than that. Integral to the success of any graduate is the foundation from which they start; knowing which skills are most sought after by recruiters; finding opportunities to demonstrate these skills; finding out where their chosen employers are based to assess their need to relocate and the pitfalls of this. We offer suggestions on ways for graduates to go about achieving their aim of being in the right place at the right time, with as few worries as possible.

Where do they stand? What options do they have? There are so many questions yet so few answers readily available to them which are essential as they start their graduate lives. We give advice on debt management, preparing CVs, Interview techniques and dealing with assessment centres. There is also an interactive forum where students can talk to each other about these issues and read first hand accounts of how people went about things.

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Then we have the jobs, a free listing where any employer of graduates can show that they have jobs, in the areas they specify and the locations where they operate. We will allow graduates to freely print the whole list of all the employers who are suitable for them, simply at the click of a button and the ability to compare essential details quickly. Only this way can a graduate really find out the options available to them, and can you be sure you are recruiting the best, most appropriate candidates.

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jagelf

Giving graduates direction

# so what is available to us?



Every graduate recruiter who wishes to be on our database is listed free of charge, however a simple listing may not be enough if you want to attract the best.

In addition to your free listing, [jagelf](#) offers you the chance to profile your organisation, to show case studies of those who have gone before, links through to your own website, and contact details.

As a subscriber to the extra profiling, [jagelf](#) will supply you each month with a report. Firstly this will inform you of the traffic to the website and the areas of most interest. Secondly, on your own profile, how many people have been looking at your information and how many people have followed through onto your site.

This will show you just how cost effective and efficient [jagelf](#) is as part of your marketing mix for the recruitment of graduates.

# profiling

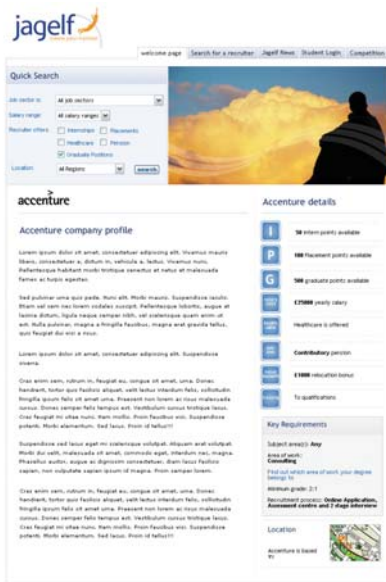
Profiling allows you to give graduates more information about your organisation and really sell the prospect of working for you. It includes giving information all about the company, its history and what the graduate programme is like. You can also add a case study to your section, as there is nothing like hearing how someone else has enjoyed being employed by a company to encourage others.

**Standard Package.** Our free standard package includes your basic listing, you will appear on searches and the data you have given us will be displayed, without any contact details or web links.

**Standard Plus.** This is the same as the Standard Package but includes your companies contact details, email address and link through to your website.

**Silver Package.** The Silver Package contains all elements of Standard Plus and includes a full company profile, including logo and any images. Silver packages will also appear at the top of search results under Gold packages.

**Gold Package.** Our Gold Package contains all elements of the Silver Package but also includes a Case Study of a current employee who is either on or come through your graduate scheme, including photo. All Gold packages will appear at the very top of search results.



<i>All prices take selected package through till August 2007</i>	1st Sep '06	1st Jan '07 (-30%)	1st Apr '07 (-60%)
Standard	Free	Free	Free
Standard Plus	£500	£350	£200
Silver	£1,950	£1,365	£780
Gold	£3,250	£2,275	£1,300

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# competition

A light grey silhouette of a person in mid-air, jumping over a curved bar, positioned behind the 'competition' and 'fortnightly newsletter' text.

Get your logo featured on the [jagelf](#) homepage by sponsoring our monthly competition. Excluding banners, this is the only way to appear on the homepage.

Competitions last for one calendar month. All email addresses of entrants will be forwarded to the sponsor of the competition.

Each months sponsorship costs £1,640 (excluding prize).

# fortnightly newsletter

A series of light grey, wavy, horizontal lines that sweep across the page, positioned behind the 'fortnightly newsletter' text and extending towards the right.

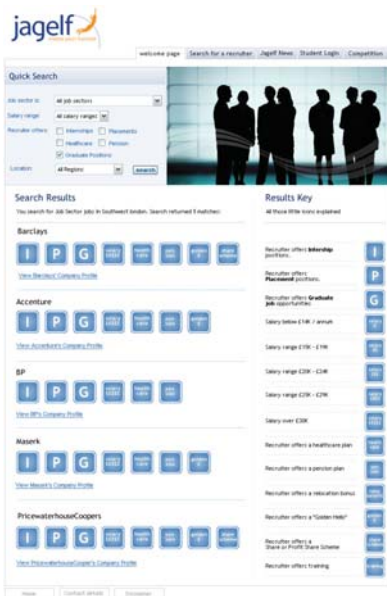
There are sponsorship and advertising opportunities on our newsletter distributed to all [jagelf](#) members every fortnight. The Newsletter will inform them of the various essential news items and deadlines. It will also keep them up to date on the graduate market.

*(These are purely bespoke and P.O.A.)*

# banner advertising

Banner advertisement allows graduates to link directly through to your site from [jagelf](http://jagelf.com) and the option of rotating banners gives you the freedom to inspire.

On [jagelf](http://jagelf.com) there are up to 5 different banner advertisements each month which appear in a pre-defined order. You are able to take as many of these slots each month as you wish (subject to availability)



	1 month	3 months	6 months	12 months
Single Banner	£950	£2,565	£4,617	£8,250
Double Banner	£1,805	£4,750	£8,550	£15,390
Triple Banner	£2,565	£6,900	£12,420	£22,356
Quadruple Banner	£3,230	£8,721	£15,500	£27,900
Solo Banner	£3,800	£10,260	£18,468	£33,250





# i want to be involved

Let us help you in your first steps toward successfully finding the top graduates in the country to fill your positions.

We will be glad to guide you through our services to tailor them to your unique needs.

Here is a quick over view of the services we offer:

- Profiling
- Competitions
- Banners
- Newsletters

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