



**Bankshift.Net**



.....they're waiting to hear from you

## In the UK there are

1830 Hospitals & Clinics  
 16859 Residential Care Homes  
 12077 GP Surgeries  
 12208 Dental Surgeries

there are also



248000 Doctors  
 670000 Nurses  
 620000 Health Care Assistants  
 22000 Dentists  
 24000 Dental Nurses

## How would you like to talk directly to all of them ?

Bankshift.Net is about to revolutionise the way Temp and Permanent vacancies are resourced in the health care industry. Bankshift.Net makes agencies a thing of the past and connects Health Care professionals directly to buyers of health care services. This reduces cost and administrative burdens, eliminates inefficiency and automates the mundane and repetitive.

As a fully managed platform, we deliver top flight Agency level service and assurance, with Six Sigma level quality processes for no more than £1 per hour shift worked on a temp basis, or a flat fee of £10 for permanent resourcing. As a no cost to adopt option that easily integrates into any business model, that's the "stickiness" for the buy side of Bankshift.Net

Our sell side tells a different story. Health Care Professionals will find Bankshift.Net an amazing career management tool that can be used to manage and enhance their career, prospects and development. We will provide the means to earn more, work better, live better and exceed career aspirations. That's the "stickiness" for the sell side of Bankshift.Net

Bankshift.Net represents a paradigm shift in the way your message can be delivered to its intended recipient.

You can interact directly with prospects for the 1st time

You will have powerful intelligence delivered directly to your sales department.

You can be more flexible, agile and responsive than your competitors can or will.

This is a truly unique opportunity to take advantage of pole positions.

A cross media and long term approach to advertising produces competitive advantages for the advertiser.

Getting your message across and directly in view of your target audience is far more effective than spreading your message across less focused media than Bankshift.Net.

Bankshift.Net delivers your message like no other medium can or will. Bankshift.net is a growing community of Health Care Professionals and Buyers of health care services, all in one place.

At registration we capture important information that can be used to create powerful and effective marketing campaigns.

Bankshift.Net Account Managers regularly conduct product and service research, producing high quality data that would not normally be available to product or service providers.

Bankshift.Net gives you a dynamic edge over your competition, and can even lock them out completely.

Connect with your customer base like never before



# Advertiser

# 1

- Directly connect with exact profiles of customer and never waste another message.
- Focus on as wide or as narrow and audience as you need
- Reach people who actively use your products and services daily.
- Control costs with a flat rate fee that delivers results.
- More focused than search engines, more engaging than magazines.
- Direct response forms from adverts.
- 2 Advert sizes



# Product Partner

# 2

- All the benefits of the Advertiser program but with direct interaction with target audience.
- Incumbant product or service expiry/renewal reported back to you along with provider information.
- RFQ's delivered directly to you from your adverts.
- Product surveys undertaken once a year.
- Adverts can be animated and have more prominent placing.
- Product information can be fed to customers as news content.
- Opt-in email campaigns.



# Exclusive Partner

# 3

- All of the above but with complete exclusivity in a single product or service area,
- Lead banners, news feeds and opt- email campaigns twice a year.



## Products

	Advertiser	partner	Exclusive	Slots
Banner slot (120*60pixels) bottom right corner	yes	yes	yes	172
Large banner slot (12*60pixels) bottom right corner	yes	yes	yes	172
Large Prominent banner (480x60 pixels) top of page		yes	yes	172
Large Prominent banner (480x60 pixels) top of page with exclusivity			yes	n/a
Adverts appear on both buyer and seller pages	yes	yes	yes	344
Adverts appear in specific targeted areas	yes	yes	yes	n/a
Log-on screen bottom left corner-dynamic advert can rotate for up to 4 customers	yes	yes	yes	8
Log-on screen bottom right		yes	yes	2
Customer RFQ'S		yes	yes	n/a
RSS News feeds relating to new products or product updates		yes	yes	144
Opt in email marketing campaigns		yes	yes	n/a
Market research data fed back to advertiser		yes	yes	n/a
Opt in data relating to current products and expiry feed back		yes	yes	n/a
30 second multimedia product/service adverts (flash)			yes	40
Exclusivity of product or service			yes	n/a
Sponsors banner in every Bankshift.Net email or message sent		yes	yes	blocks of 50,000
Cross border adverts	yes	yes	yes	tbc
Experts opinion and news content		yes	yes	n/a
SO.....				

- Bankshift.Net is poised to become the most effective way of delivering product or service adverts and product launch campaigns.
- We will deliver your message right to the desktop of your target.
- We will tell you when a targets product or service is due for renewal, who they usually use, and who to contact.
- We will deliver customers RFQ's directly to you.



**Take advantage of our pre-launch pricing and extended periods**

**Bankshift.Net**