



# What's my ROI?

## Recruitment

**£7200**  
+VAT



**£3300**



**>3**  
candidates

Average 12-month  
billboard campaign

10% commission  
£33,000\* salary

That's less than 3  
successful candidates

These figures are based on speaking directly to our current clients. If you would like a more detailed breakdown for your specific sector, get in touch with one of our experts!

**DID YOU  
KNOW?**

**100,000 potential  
customers see our  
billboards every week\***

\*Average UK salary

\*\*Average weekly figures across all of our billboards. Statistics provided by DfT.