

Overlayer

One overlayer and everyone knows your message

For seven days your message is displayed on top of the StepStone home page. If you want to communicate in a more targeted way, you can publish your message on the home page of one of our Channels.

It's an extraordinary publicity format allowing a lot of creativity and generating a large impact for short and powerful messages.

Each overlayer links to one of the following:

- ▶ your job listing on StepStone
- ▶ your list of jobs on StepStone
- ▶ your company presentation

Example overlayer

The screenshot shows the StepStone website interface. At the top, there's a navigation bar with the StepStone logo and the tagline 'Europe's Leader in Online Career Services and Recruitment Solutions'. Below this, there are several menu items: Jobs, My StepStone, Carrière Tips, Voor Werkgevers, Over StepStone, Internationaal, and Sitemap en Help. The main content area is divided into several sections. On the left, there are search options like 'Snel zoeken', 'Gedetailleerd zoeken', and 'Zoeken op trefwoord'. In the center, there's a section for '2024 werkaanbiedingen in België' with 'Meer dan 400.000 jobs in Europa.' An overlayer is positioned over this section, featuring a photo of a man and the text 'WIE ANDERS HEEFT ZIN OM ZICH UIT TE LEVEN IN HET GROOTSTE IT-PARK VAN HET LAND?'. A red arrow points to the bottom of the overlayer. On the right, there's a 'Top rekruteerders' section with logos of various companies.