

Spear.co.uk nominated for 'Publisher of the Year 2008' award

Spear.co.uk, one of the leading affiliate companies in the UK, has been nominated for a prestigious A4U Award in the 'Publisher of the Year' category. The awards, to be held on 5th June, recognise excellence and innovation in the affiliate marketing industry. 'Publisher of the Year' is a community choice award which will be decided by a controlled online vote open to the 20,000 members of the Affiliates4U forum at affiliates4u.com, and is widely respected as one of the most desired trophies.

The nomination is the culmination of a year in which Spear has generated over £75 million of sales for its merchant partners. Spear, which specialises in driving large volumes of traffic through paid (PPC) and organic (SEO) search engine marketing, has increased its turnover by 30 per cent year-on-year. Spear have just established their new headquarters at Spear House in Staffordshire. As well as a base in the UK, Spear operates throughout Europe and the USA.

Commenting on the nomination Keir McConomy, Managing Director, Spear explains, 'This is a fabulous accolade and the culmination of an exceptional year for Spear. Being nominated for this award acknowledges that we are one of the top six affiliate companies in the UK as voted for by the industry - a tremendous honour for the entire Spear team. We have a fantastic team that works incredibly hard and it is great to receive recognition like this. Everyone in the team is very proud of what we've achieved and we would like to thank to all of our merchant, agency and network partners that nominated us for the award.'

The A4U Affiliate Marketing Awards will reward excellence and innovation in the opinion of both affiliates and experienced affiliate marketing marketers. Each of the 16 Categories will have a highly commended entrant and an overall winner who will collect their trophy on the night at the event held at the Sheraton Park Lane Hotel.

About Spear

Spear.co.uk Limited is one of the UK's leading affiliate companies. Spear specialise in driving large volumes of traffic through paid (PPC) and organic (SEO) search engine marketing. The company has been established since 2003 and has experience working with some of the biggest online brands. It has a proven track record in getting results and last year generated over £75 million in sales for its merchant partners.

The company currently employs 23 in-house professionals. It has offices in the UK and in Poland. The company currently operates in the UK and throughout Europe and the USA.

About the Author

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