

## *Media kit 2017*

**With more than 630,000,000 page views** per month, POST Online Media is a trusted news website.

**POST uses time-based advertising model.** That means that your ad is visible on its position to all users during the advertising period. No hassle, no complicated calculations: the ad is visible every time a page is opened.

**Cost-effective advertising model.** Advertisers can have a top banner ad for as little as **\$0.012** per thousand impressions. Please scroll below for the price breakdown.

The visitors' demographic is truly global with the emphasize on the United States, and that makes POST a very suitable medium to spread your messages across different markets. Pricing is for an advertisement for one month.

Because of their size and readers' habits, side boxes are the most effective way of advertising, especially in the case of the large 300x600 picture ad.

### **Desktop ad formats**

**Business sections** (Careers, Politics, Economy, Business, Companies, Earnings, Leadership, Crime, Agrifish)

Side box ad, on all article pages in the chosen section 336x280 \$1452

Large side box ad, on all article pages in the chosen section (except section Careers) 300x600 \$2178

Rotating ads available, please see below.

**Magazine sections** (Travel; Sea, Land, Air; Design; Gadgets; Health; Meantime)

Side box ad, on all article pages in the chosen section 336x280 \$1306

Large side box ad, on all article pages in the chosen section 300x600 \$2217

Rotating ads available, please see below.

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### **Special offers** for Careers and Leadership

The special offer is valid for recognized human resource firms, head hunter agencies and freelance head hunters. To see if you are eligible please contact us.

Side box ad, the opening page of the section 336x280 \$1089

Large side box ad, the opening page of the section 300x600 \$1626

Rotating ads available, please see below.

### **Banners and the home page** advertisement

Bottom banner below articles, in the chosen section 728x90 \$1161

Bottom banner below the specific article 728x90 \$580

Top banner above the website, visible on all pages 728x90 \$7260

Ad below the main story, 540x75 \$2178

Home page, box ad 300x250 \$4356

Home page, large box ad in the upper half 300x600 \$7948

Home page, large box ad in Magazine 300x600 \$6624

### **Rotating ads**

Up to four advertisers rotate, displaying your ad up to 25% of the viewing traffic. Advertisers have the option of buying additional views at 50% discount, if available. Rotation is random.

Side box ad 336x280 \$726

Large side box ad 300x600 \$871

### **Section sponsorship**

This place is an excellent way to communicate your message to a highly-targeted group, these ads are visible on all pages in the particular section.

Top banner right below the menu, all pages in the section 728x90 \$5808

### **Text links**

Text link inside the specific article, live forever \$1016



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### **Mobile ad formats**

Top ad above the website 320x100 \$4840

Ad in the section opening 320x100 \$2420

Ad in the article 320x100 \$1452

### **Sponsored content**

For sponsored content please contact us at [marketing@poandpo.com](mailto:marketing@poandpo.com).

### **Cost-effective advertising model**

Price breakdown example: Top banner above the website 728x90 \$7260. Based on 630,000,000 page views, the price per impression comes down to **\$0.012** per thousand impressions.

**10% discount** given for three months ad placements. **10% discount** given for all returning advertisers.

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Please contact us for details at [marketing@poandpo.com](mailto:marketing@poandpo.com). Ads will be visible on POST in 24 hours. All measures in pixels. **For all technical and other details, please contact us.**

Histerius cannot guarantee future visits and cannot be held liable for any issues that may result in downtime. Histerius reserves the right to reject any defamatory or sexually explicit ad.

**[marketing@poandpo.com](mailto:marketing@poandpo.com)**

**[www.poandpo.com](http://www.poandpo.com)**

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