

POST ONLINE MEDIA

Media kit 2019

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.

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 \$726

Large side box ad, on all article pages in the chosen section (except section Careers) 300x600 \$1089

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 \$653

Large side box ad, on all article pages in the chosen section 300x600 \$1108

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 \$544

Large side box ad, the opening page of the section 300x600 \$813

Rotating ads available, please see below.

Banners and the home page advertisement

Bottom banner below articles, in the chosen section 728x90 \$580

Bottom banner below the specific article 728x90 \$290

Top banner above the website, visible on all pages 728x90 \$3630

Ad below the main story, 540x75 \$1089

Home page, box ad 300x250 \$2178

Home page, large box ad in the upper half 300x600 \$3974

Home page, large box ad in Magazine 300x600 \$3312

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 \$363

Large side box ad 300x600 \$435

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 \$2904

Text links

Text link inside the specific article, live forever \$508

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Mobile ad formats

Top ad above the website 320x100 \$2420

Ad in the section opening 320x100 \$1210

Ad in the article 320x100 \$726

Sponsored content

For sponsored content please contact us at **marketing@poandpo.com**.

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

Please contact us for details at **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 results in downtime. Histerius reserves the right to reject any defamatory or sexually explicit ad.

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www.poandpo.com

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