

MojPosao

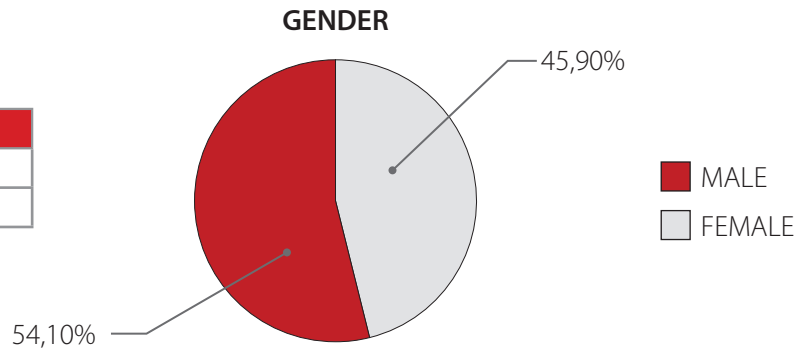
PRICE LIST
FOR BANNER ADVERTISING



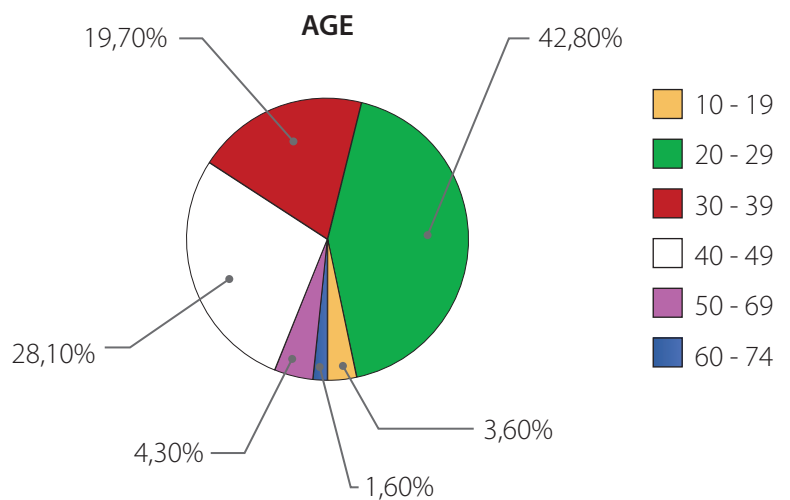
MojPosao

- is most visited job website in Croatia.
- by Gemius and Google Analytics is among 15 most visited croatian web sites, with than 500.000 unique visitors and more than 11.000.000 pageviews per month.
- by Gemius monthly reach is 12% of all Croatian Internet users.
- as the main recruitment channel for employment uses more than 30.000 small, medium and large companies and 93% of candidates who are looking for a job online.
- is recognized as source of relevant information on Croatian labor market trends and has a significant role in various projects regarding human resources management.

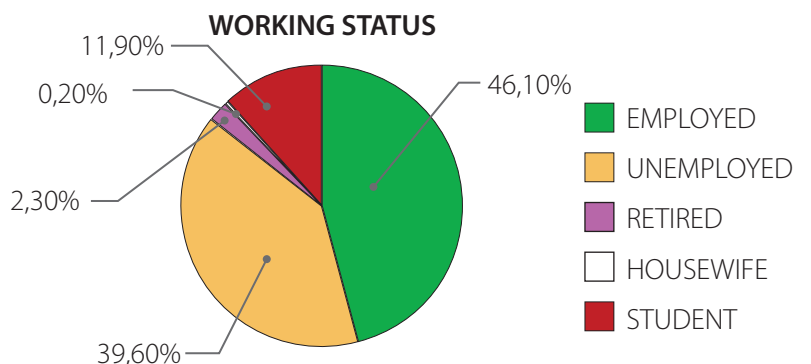
GENDER		REACH
MALE	45,90%	32,88%
FEMALE	54,10%	32,04%



AGE	REACH
10 - 19	3,60%
20 - 29	42,80%
30 - 39	19,70%
40 - 49	28,10%
50 - 69	4,30%
60 - 74	1,60%



WORKING STATUS	REACH
EMPLOYED	46,10%
UNEMPLOYED	39,60%
RETIRED	2,30%
HOUSEWIFE	0,20%
STUDENT	11,90%



Banner Advertising

Web banner type	Dimension	Price for 1000 views in Eur	VOLUME DISCOUNT				
			<50.000 views	50.000 -100.000 views	100.000-300.000 views	300.000-500.000 views	>500.000 views
Jumbo Top	728x90	12 €	0%	10%	20%	30%	40%
Roll down/up	728x270 do 300	16 €	0%	10%	20%	30%	40%
Floating normal	300x300	33 €	0%	10%	20%	30%	40%
Floating big	600x600	43 €	0%	10%	20%	30%	40%
Rectangle	300x250	17 €	0%	10%	20%	30%	40%
Half page ad	300x600	19 €	0%	10%	20%	30%	40%
Small banner	300x100	9 €	0%	10%	20%	30%	40%
Video banner small	300x250	27 €	0%	10%	20%	30%	40%
Video banner big	728x90	33 €	0%	10%	20%	30%	40%
Billboard	970x250	39 €	0%	10%	20%	30%	40%
Ribbon	standard format	33 €	0%	10%	20%	30%	40%
Search list banner	670x60	11 €	0%	10%	20%	30%	40%
Job application banner	300x300	33 €	0%	10%	20%	30%	40%
Background banner	300x770	40 €	0%	10%	20%	30%	40%

Web banner type	Dimension	Price for 1000 views in Eur	TIME DISCOUNT				FIXED POSITIONS
			<2months	2 - 6 months	6 - 12 months	>12 months	Max 7 days - Price
Jumbo Top	728x90	12 €	0%	15%	25%	35%	-
Roll down/up	728x270 do 300	16 €	0%	15%	25%	35%	-
Floating normal	300x300	33 €	0%	15%	25%	35%	-
Floating big	600x600	43 €	0%	15%	25%	35%	-
Rectangle	300x250	17 €	0%	15%	25%	35%	800,00 €
Half page ad	300x600	19 €	0%	15%	25%	35%	1.200,00 €
Small banner	300x100	9 €	0%	15%	25%	35%	466,66 €
Video banner small	300x250	27 €	0%	15%	25%	35%	-
Video banner big	728x90	33 €	0%	15%	25%	35%	-
Billboard	970x250	39 €	0%	15%	25%	35%	-
Ribbon	standard format	33 €	0%	15%	25%	35%	1.066,66 €
Search list banner	670x60	11 €	0%	15%	25%	35%	533,33 €
Login banner	300x300	33 €	0%	15%	25%	35%	
Background banner	300x770	40 €	0%	15%	25%	35%	

NOTE: Expandable versions of all banners are possible and will be charged 10% more

Prices are without VAT.

Agency discount is 20%.

The minimum amount of lease: 10,000 impressions or 24 hours for fixed positions.

Discount for advance payment is 5%.

Order of calculating discounts is: agency-quantity-time-advance-extra.

Specific dimensions of the banner (eg Banner Overlay, etc.) are negotiated depending on the size and number of leads.

Jumbo Top



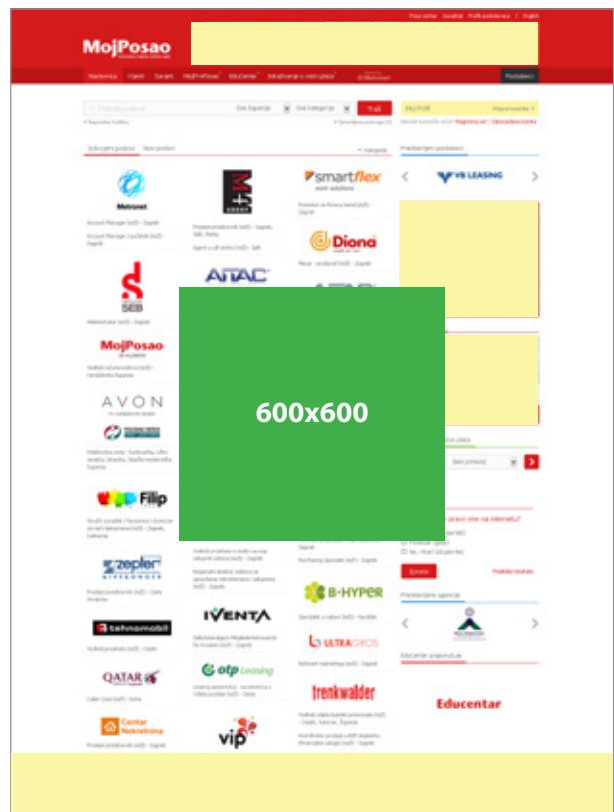
Roll down/up



Floating normal



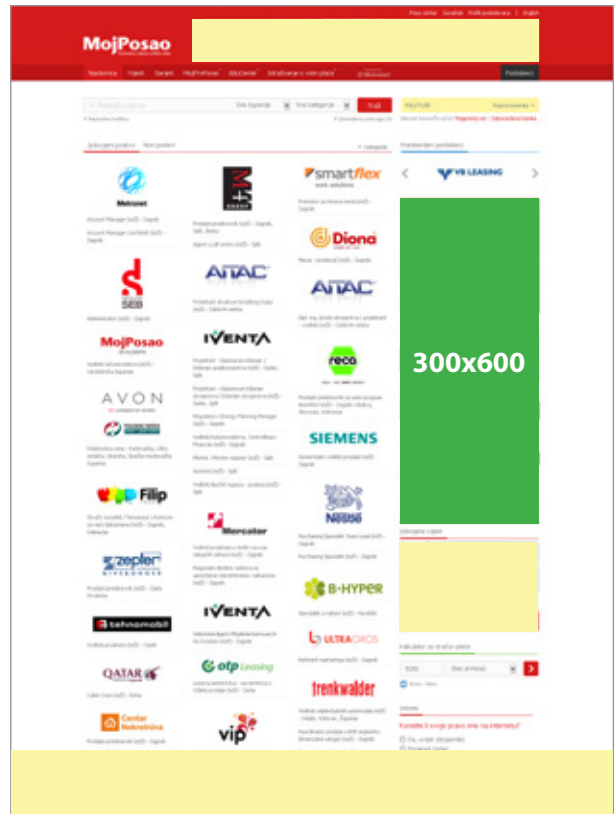
Floating big



Rectangle



Half page ad



Small banner



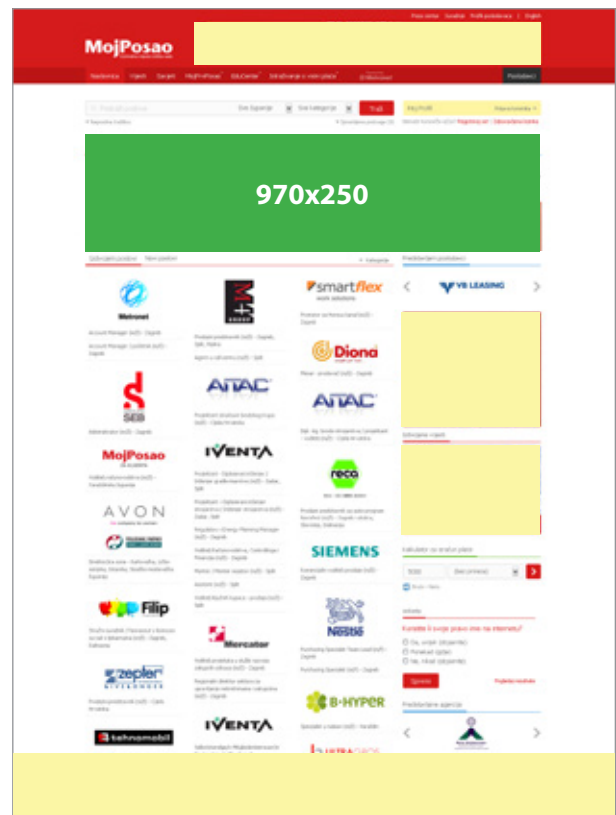
Video banner small



Video banner big



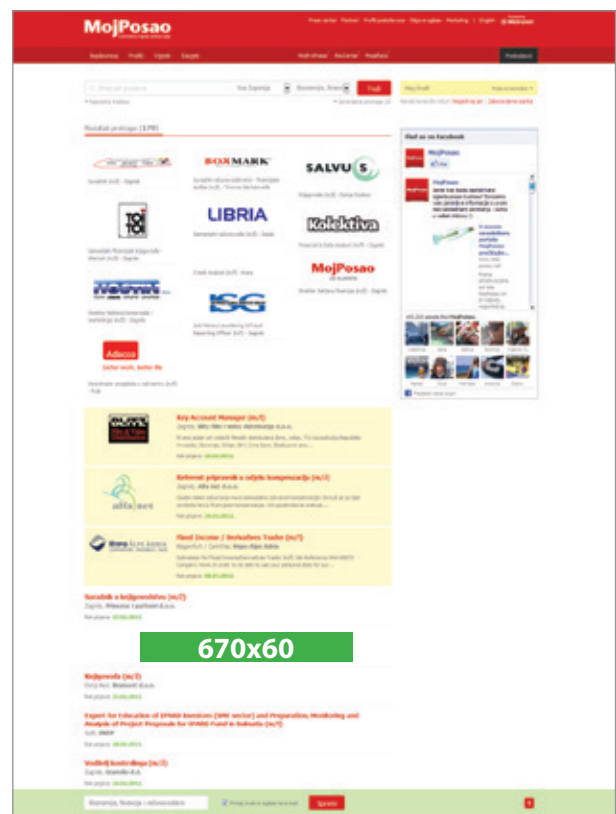
Billboard



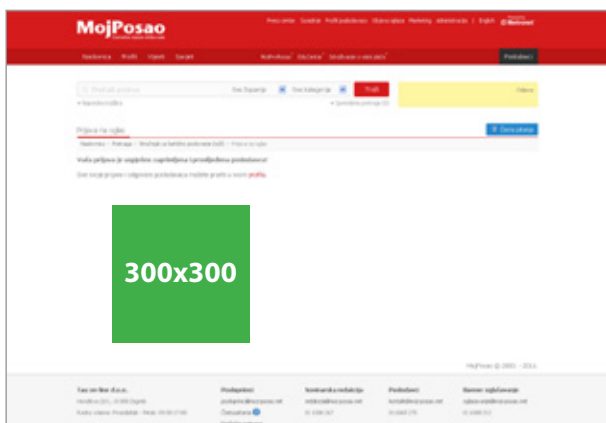
Ribbon



Search list banner



Job application banner



Background banner



Contextual advertising

Contextual advertising	Lenght	Price in Euro	TIME DISCOUNT			
			7 - 14 days	14 - 21 days	21 - 28 days	> 28 days
Sponsored article	14 days	466,66 €	10%	15%	20%	25%
Sponsored news category	14 days	933 €	10%	15%	20%	25%
Newsletter - Banner	1 announcement	333 €	10%	15%	20%	25%
Newsletter - News	1 announcement	600 €	10%	15%	20%	25%

NOTE:

Newsletter for employers (blue)
Newsletter for employees (red)

Prices are without VAT.

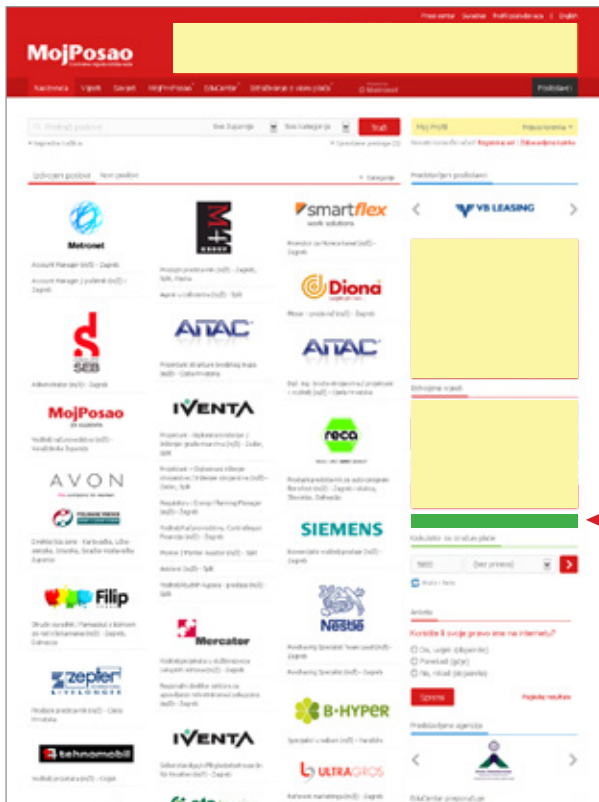
Agency discount is 20%.

The minimum amount of lease: 10,000 impressions or 24 hours for fixed positions.

Discount for advance payment is 5%.

Order of calculating discounts is: agency-quantity-time-advance-extra.

Sponsored text link



Sponsored article



Sponsored news category

The screenshot shows the MojPosao website interface. At the top, there's a navigation bar with 'MojPosao' logo and a search bar. Below it, there are several news articles with images and headlines. The main article has a headline 'Je li posao dobro mjesto za prijatelje?' and a sub-headline 'Koliko od nas ima prijatelje?'. There are also smaller articles below it, such as 'Kako napredovati u karijeri?' and 'Zašto ne potražiti posao u inozemstvu?'. The layout is clean and professional, with a focus on career-related content.

Newsletter - Banner

The screenshot shows a newsletter banner for MojPosao. It features a header with the logo and the text 'Pregled s tržišta rada, siječanj 2012.'. Below the header, there are several articles and job listings. The first article is 'Kvalitetan odabir zaposlenika preduvjet je uspješne tvrtke'. The second is 'Zašto ne potražiti posao u inozemstvu?'. The third is 'Zašto ne potražiti posao u inozemstvu?'. The fourth is 'British Council i EduCenter vas vode u London'. Below the articles, there are job listings from 'Kolektiva', 'FLEET', and 'Jumino'. The layout is organized and easy to read, with clear headlines and images.

Newsletter - News

The screenshot shows the 'Newsletter - News' section of the MojPosao newsletter. It features a header with the logo and the text 'Pregled s tržišta rada, siječanj 2012.'. Below the header, there are several articles and job listings. The first article is 'Zadovoljni djelatnici temelj su uspjeha'. The second is 'Zaradujte na socijalizaciji'. The third is 'Učebnjake svoj posao'. The fourth is 'Vratite povjerenje klijenta'. Below the articles, there are job listings from 'Kolektiva', 'FLEET', and 'Jumino'. The layout is organized and easy to read, with clear headlines and images.

MojPosao - MOBILE

Web banner type	Dimension	Price for 1000 views in Eur	VOLUME DISCOUNT			TIME DISCOUNT			
			<50.000 views	50.000 -100.000 views	100.000-150.000 views	<2months	2 - 6 months	6 - 12 months	>12 months
Small banner	300x50	13 €	0%	10%	20%	0%	15%	25%	35%
King size banner	300x150	20 €	0%	10%	20%	0%	15%	25%	35%
Full size banner	Full screen	33 €	0%	10%	20%	0%	15%	25%	35%
Ribbon	standarni format	13 €	0%	10%	20%	0%	15%	25%	35%

NOTE:

Prices are without VAT.

Agency discount is 20%.

The minimum amount of lease: 10,000 impressions or 24 hours for fixed positions.

Discount for advance payment is 5%.

Order of calculating discounts is: agency-quantity-time-advance-extra.

Specific dimensions of the banner (eg Banner Overlay, etc.) are negotiated depending on the size and number of leads.



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Please contact us for technical instructions for making a banner
or you can find them on our website:

www.moj-posao.net/HR/Info/Advertising/