

# MojPosao

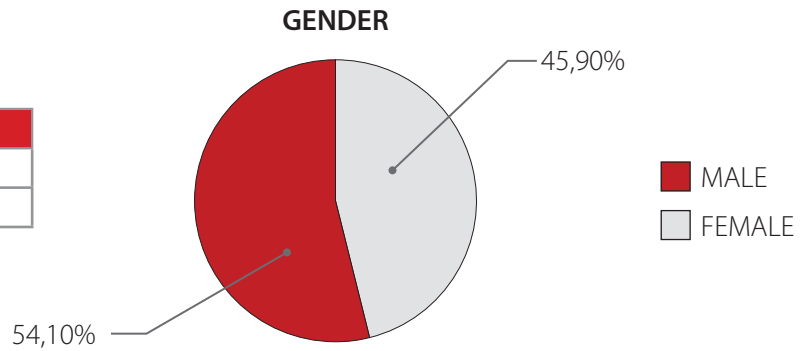
PRICE LIST  
FOR BANNER ADVERTISING



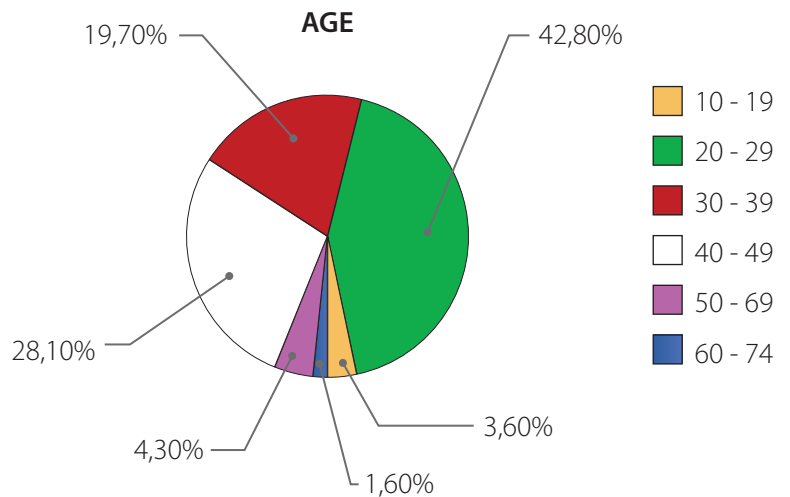
**MojPosao**

- 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.

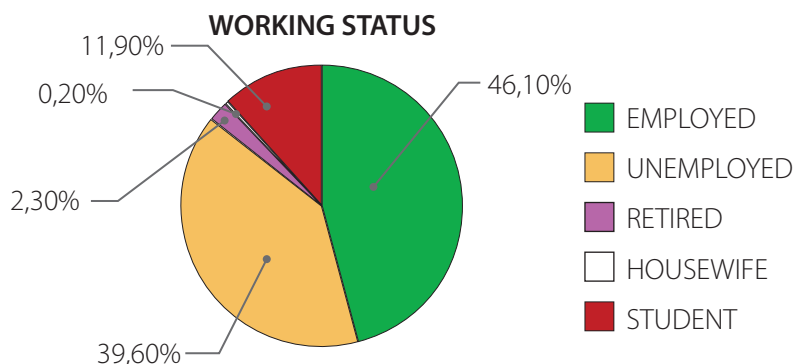
GENDER		REACH
MALE	45,90%	32,88%
FEMALE	54,10%	32,04%



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	standarni format	33 €	0%	10%	20%	30%	40%
Search list banner	670x60	11 €	0%	10%	20%	30%	40%
Login 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	standarni 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



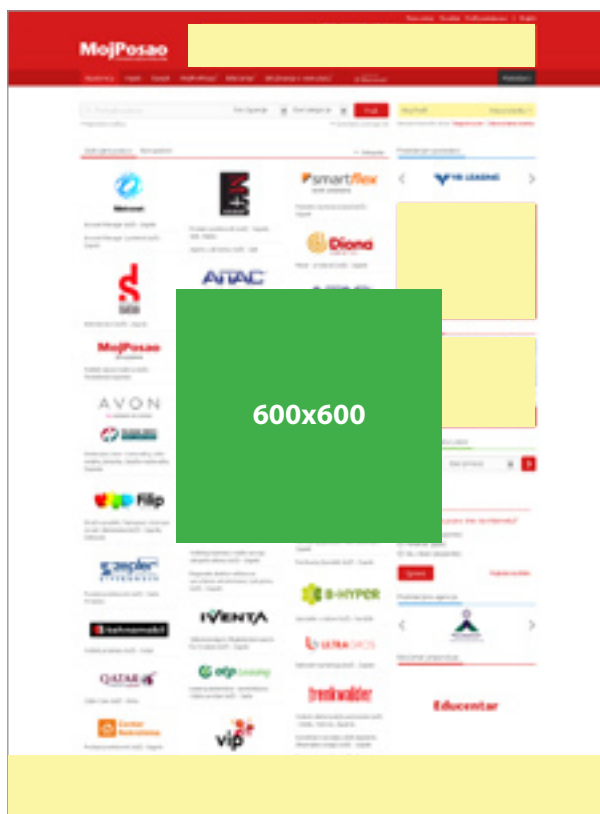
### Roll down/up



### Floating normal



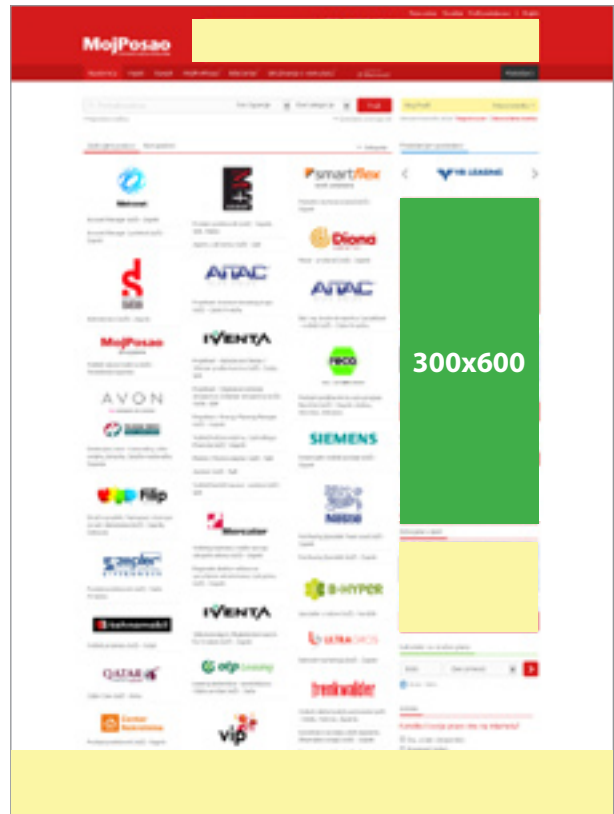
### Floating big



### Rectangle



### Half page ad



### Small banner



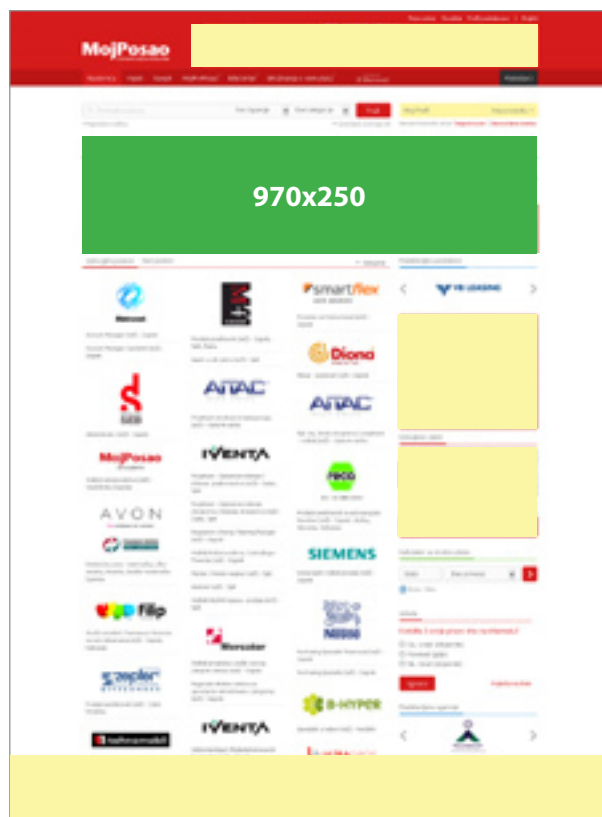
### Video banner small



### Video banner big



### Billboard



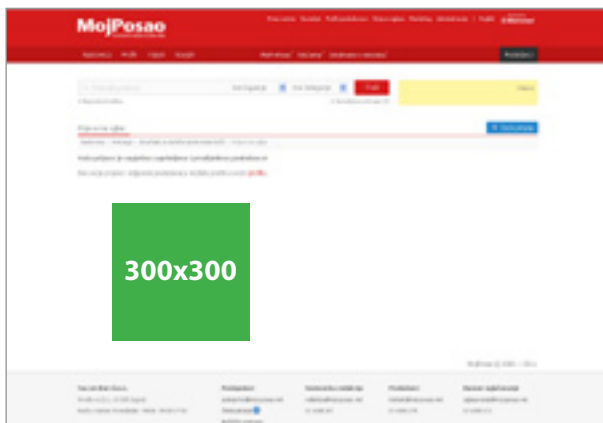
### Ribbon



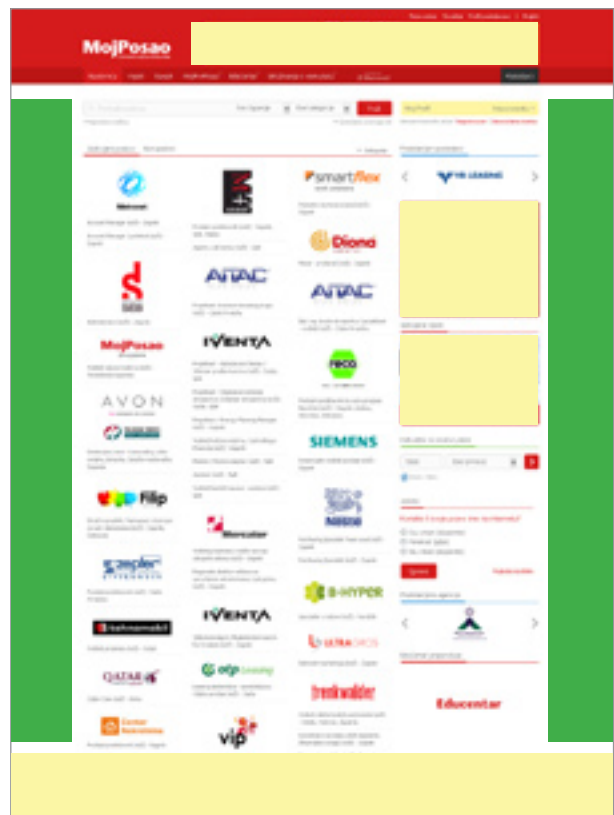
### Search list banner



## Login 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 text link	1 day	300	10%	15%	20%	25%
Sponsored article	14 days	2500	10%	15%	20%	25%
Sponsored news category	14 days	7000	10%	15%	20%	25%
Newsletter - Banner	1 announcement	2500	10%	15%	20%	25%
Newsletter - News	1 announcement	4500	10%	15%	20%	25%

**NOTE:**

Newsletter for employers (blue)

Newsletter for employees (red)

Prices are without VAT.

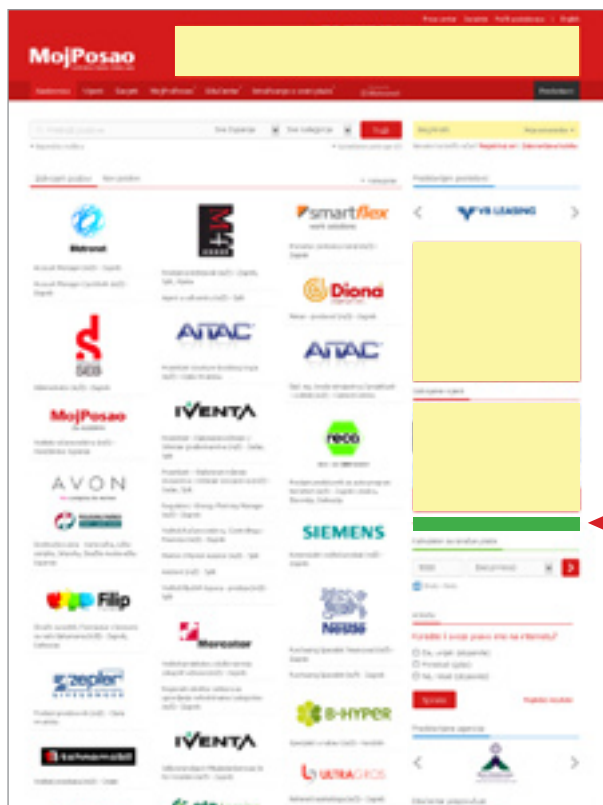
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Discount for advance payment is 5%.

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### Sponsored text link



### Sponsored article



**Sponsored news category**

**MojPosao** Pregled s tržišta rada, siječanj 2012.

U ovom odjeljku možete pronaći najrelevantnije vijesti iz svijeta poslovanja i tržišta rada. Sve vijesti su objavljene u skladu s pravilima i odobrenjima nadležnih tijela.

**Je li posao odabir kojemu se prijetiljivo?**  
Otkrijte kako odabrati najbolje prilike za posao i kako se pripremiti za intervju. Otkrijte kako odabrati najbolje prilike za posao i kako se pripremiti za intervju.

**Što vam treba da biste bili uspješni u poslu?**  
Otkrijte koje su ključne vještine i osobine koje vam trebaju da biste bili uspješni u poslu.

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**Newsletter - Banner**

**MojPosao** Pregled s tržišta rada, siječanj 2012.

**Kvalitetan odabir zaposlenika preduvjet je uspješne tvrtke**  
Značajna i samoljubiva tvrtka bit će uspješnija. Otkrijte kako odabrati najbolje prilike za posao i kako se pripremiti za intervju.

**Savjetnik: Što više radite, više ćete zaraditi**  
Otkrijte kako odabrati najbolje prilike za posao i kako se pripremiti za intervju.

**Nemate posao? Zašto ne pokušate vlastiti?**  
Otkrijte kako odabrati najbolje prilike za posao i kako se pripremiti za intervju.

**Želite li koliko je prosječna plaća u vašem zanimanju?**  
Otkrijte kako odabrati najbolje prilike za posao i kako se pripremiti za intervju.

**Što je tako posebno važno? Kompetencije i znanje, volje i sposobnost? Želite li kako upravljati svojim karijerom? Saznajte više o veći, što biste mogli, volje i što je važno?**

**Što vam treba da biste bili uspješni u poslu?**  
Otkrijte koje su ključne vještine i osobine koje vam trebaju da biste bili uspješni u poslu.

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**British Council i EduCenter vas vode u London**  
British Council i EduCenter pružaju vam priliku za napredak u karijeri - otkrijte specijalnu ponudu engleskog jezika u Britaniji u projektima od 6. do 24. travnja u okviru programa Cultural Experience.

**izdvojeni postovi**

**Kolektiva** - Web Aplikacija Developer (m/ž) - Zagreb  
**FLEET** - Programiranje (m/ž) - Zagreb  
**Kolektiva** - Web Aplikacija Developer (m/ž) - Zagreb

**Basler** - Programiranje (m/ž) - Zagreb  
**JYSK** - Web Aplikacija Developer (m/ž) - Zagreb  
**Justo** - Programiranje (m/ž) - Zagreb

NAPOVEDA: Ova newsletter poslan je na vaš prethodni kontakt i e-mail adresu. Ako preferirate ne biti obaveštavani e-mailovima, molimo vas da se odjavite OVDJE.

**Newsletter - News**

**MojPosao** Pregled s tržišta rada, siječanj 2012.

**Zadovoljni djelatnici temelj su uspjeha**  
Svaki poslodavac ima svoje načine da ga čine uspješnim i produktivnim. Kao što je i svaki poslodavac dobar poslodavac odabire i zadovoljne djelatnike.

**Značajte na socijalnoj**  
Djelatnici koji se drže u kolektivu na poslu su produktivniji. Šalite ih i terite ih na društvenim mrežama.

**'Ljubite' svoj posao**  
Hvatite mašu više od 2 milijuna korisnika Interneta i tek nešto više od 500 tereta koje nude online kupovinu.

**Uplatite povjerenje klijenta**  
Malo koji poslodavac osjeća toliko straha i potlačeno koliko "poslodavac nezadovoljnog klijenta".

**Mojsposao projekt**

**Najbolje poslodavci 2011.**  
**Najbolje HR poslovanje 2011.**

NAPOVEDA: Ova newsletter poslan je na vaš prethodni kontakt i e-mail adresu. Ako preferirate ne biti obaveštavani e-mailovima, molimo vas da se odjavite OVDJE.

## 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	100 kn	0%	10%	20%	0%	15%	25%	35%
King size banner	300x150	150 kn	0%	10%	20%	0%	15%	25%	35%
Full size banner	Full screen	250 kn	0%	10%	20%	0%	15%	25%	35%
Ribbon	standarni format	100 kn	0%	10%	20%	0%	15%	25%	35%

### NOTE:

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### CONTACT:

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fax: 01/606 5266

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/](http://www.moj-posao.net/HR/Info/Advertising/)