

Media Kit

Banner Advertising

All Sites

2011

Updated – December 2011



ExpatJob.net
Group
global possibilities

Advertising Rate Sheet



		Speciality	Coverage
Engineering and Technical Job Boards			
	Expat Engineering Jobs http://www.expatengineer.net	Engineering and Technical Jobs	International
	Engineering Jobs Australia http://www.engineeringjobs.net.au	Engineering and Technical Jobs	Australia and New Zealand
	Engineering Jobs Europe http://www.engineer-job.eu	Engineering and Technical Jobs	UK, Ireland, Europe and Russia
	Engineering Jobs North America http://www.engineerjob.us http://www.engineerjob.ca	Engineering and Technical Jobs	USA, Canada, Mexico and Caribbean
	Mining Jobs http://www.miningjob.net	Mining and Mineral Processing industries	International
Other Job Boards			
	Medical and Nursing Jobs http://www.expatmedicaljobs.com	Medical and Healthcare	International
	Teaching Jobs http://www.expatteachingjobs.com	Education, Teaching and Training	International
	Finance Jobs http://www.expatfinancejobs.com	Banking, Finance and Insurance	International
	IT Jobs http://www.expatitjobs.com	IT and Computing	International
	Webjobz http://www.webjobz.com	Generalist	International



Advertising Rate Sheet

Types of Banner Advertising Offered

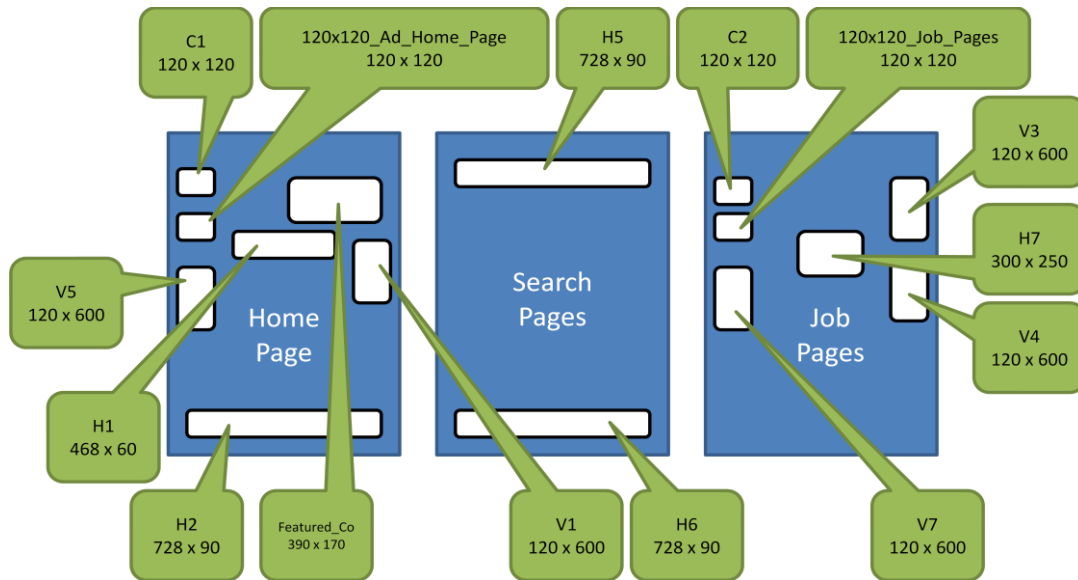
We offer CPM* and CPC** banner advertising rates across all of our sites (see table below). Rates are based on *Google AdSense* revenue we are paid on each Ad unit. Banners will run in rotation with *AdSense* banners, to ensure our rates are always up to date and in line with current industry standards. Rates will be updated on a monthly basis.

Banner advertising can also be "Geo-Targeted" by Region, Country or State or search terms.

Campaign results can be exported to excel or CSV and are broken down by geographical location, browser type, screen size etc. The following banners are available on any of our websites.

Page	Exclusive	ROS	
	CPM	CPM	CPC
Home Page	\$ 60.00	\$ 50.00	\$ 3.00
Search Pages	\$ 60.00	\$ 40.00	\$ 3.00
Job Pages	\$ 60.00	\$ 40.00	\$ 3.00

Note¹ Note²



Note¹ - Exclusive contract - Only you or your clients banners are displayed on that page. You purchase the rights to all the inventory on those targeted pages

Note² - ROS contract - Your banners will be displayed randomly over the various ad units in conjunction with other advertisers and/or products.



Advertising Rate Sheet

Banner Creation and Authoring

We can produce banners for clients as static gif or jpg or animated gif or flash.

Prices vary depending on complexity but start from as little as \$250 per banner. Please forward details of numbers, sizes and complexity so we can supply a detailed quotation.

Definitions

*CPM – Cost-per-mille - rate you pay for every thousand banner impressions.

*CPC – Cost-per-click - rate you pay for every time someone click on your banner

Conditions

- All prices are exclusive of GST.
- GST only applies to Australian Companies. Non-Australian companies are GST Free.
- A setup fee of \$50 per banner
- Minimum order value \$200.

Details of other advertising and sponsorship opportunities are available upon request.

Latest statistics can be found at following link:

<http://www.expatsengineer.net/jobs.nsf/expatjobnetstats.pdf>

Contact Us?

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