



# JOB ONLINE

valid from

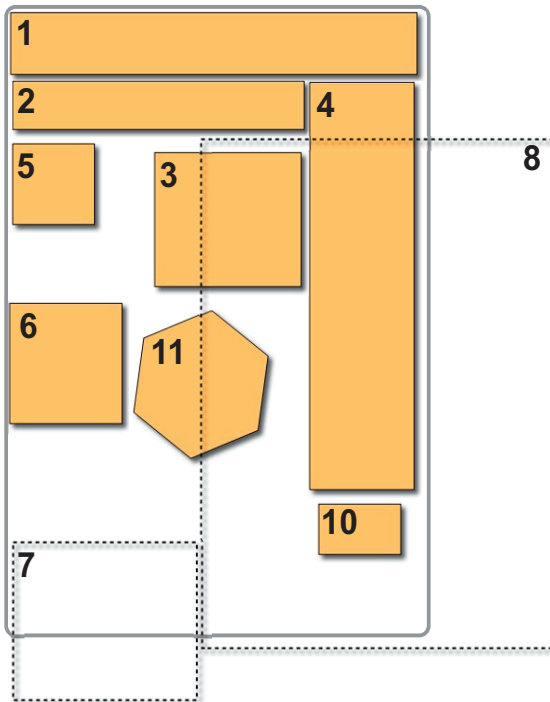
February 1, 2004

Jobuniverse.pl is provider of recruitment services for IT professionals. But it is not only a IT jobs database - it also gathers IT career-related information, features, news and tips.

It brings readers regular items such as opinions and advice from industry experts, special packages and reports on career trends, salaries, contracting, hiring and retention issues.

## Statistics

Always actual statistics available on:  
[www.idg.com.pl/statystyki](http://www.idg.com.pl/statystyki)



### Online Rate Card

#### 1. Billboard

Size: 750 x 96 (max 35 kB)  
CPM: 70 PLN

#### 2. Top-site banner

Size: 468 x 60 (max 15 kB)  
CPM: 50 PLN

#### 3. MPU (in-text ad)

Size: 336 x 280 (max 20 kB)  
CPM: 110 PLN

#### 4. Skyscraper

Size: 125 x 600 (max 30 kB)  
CPM: 60 PLN

#### 5. Button

Size: 125 x 125 (max 10 kB)  
CPM: 20 PLN

#### 6. Pop - up

Size: 250 x 250 (max 30 kB)  
CPM: 100 PLN

#### 7. Pop - under

Size: 750 x 550 (max 30 kB)  
CPM: 110 PLN

#### 8. Interstitial

Size: whole screen (max 30 kB, 8 sec.)  
CPM: 150 PLN

#### 9. BrandMark (Shaped Popup)

Size: max 300 x 300 (max 30 kB)  
CPM: 120 PLN

#### 10. Scroll button

Size: 120 x 90 (120 x 60) (max 10 kB)  
CPM: 110 PLN

#### 11. Top Layer

Size: max 400 x 300, after displaying, it can fold up to a banner 468 x 60, (max 30 kB)  
CPM: 130 PLN

#### 12. Newsletters - text ad (max 250 characters)

- top of the message  
CPM: 40 PLN  
- bottom of the message  
CPM: 20 PLN

#### 13. Newsletters HTML - graphical ad

Size: 468 x 60 (max 20 kB)  
CPM: 50 PLN  
Size: 125 x 125 (max 10kB)  
CPM: 25 PLN

#### 14. Sponsored article

home page, price per week: 1 000 PLN

#### 15. Sponsored links

max 250 characters ( custom color included)  
Price per month: 500 PLN

### Discounts

Campaign's worth	Discount
1 000 PLN - 3 000 PLN	5 %
3 001 PLN - 5 000 PLN	10 %
5 001 PLN - 10 000 PLN	15 %
10 001 PLN - 15 000 PLN	20 %
15 001 PLN - 20 000 PLN	25 %
20 000 PLN and more	30 %

### Extra charge

+10%	- for displaying in certain time (hours, days)
+10%	- for displaying on home page only
+20%	- for displaying on chosen sub-site only
+20%	- for displaying to users of chosen operating system
+30%	- for capping
+50%	- for expand

Attention: In all advanced forms of ads (like pop-up, pop-under, poltergeist, brandmark, scroll button, top layer) capping is included in price.

### How to deliver ads

Delivered ads should be in .GIF. or .SWF (Flash) format. It can be animated graphics with URL to chosen site. Along with banners, client should deliver alternate text and full URL address.

### Available IDG Poland Network sites:

[www.idg.pl](http://www.idg.pl)  
[www.computerworld.pl](http://www.computerworld.pl)  
[www.cxo.pl](http://www.cxo.pl)  
[www.cfo.cxo.pl](http://www.cfo.cxo.pl)  
[www.pcworld.pl](http://www.pcworld.pl)  
[www.networld.pl](http://www.networld.pl)  
[www.digit.pl](http://www.digit.pl)  
[www.gamestar.pl](http://www.gamestar.pl)  
[www.internetstandard.pl](http://www.internetstandard.pl)  
[www.itpartner.pl](http://www.itpartner.pl)  
[www.jobuniverse.pl](http://www.jobuniverse.pl)  
[www.kinodomowe.idg.pl](http://www.kinodomowe.idg.pl)  
[www.zoom.idg.pl](http://www.zoom.idg.pl)  
[www.fotografia.idg.pl](http://www.fotografia.idg.pl)  
[www.informator.idg.pl](http://www.informator.idg.pl)  
[www.cyberjoy.pl](http://www.cyberjoy.pl)

Prices do not include VAT tax

We are IAB member



We used AdOcean  
advertising technology



Our statistics and audience  
profiles are being audited by  
Gemius



PLEASE CONTACT

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