

Banner placements



Placing banner ads on Work.ua is a successful blend of building your brand and effectively appealing to your target audience.

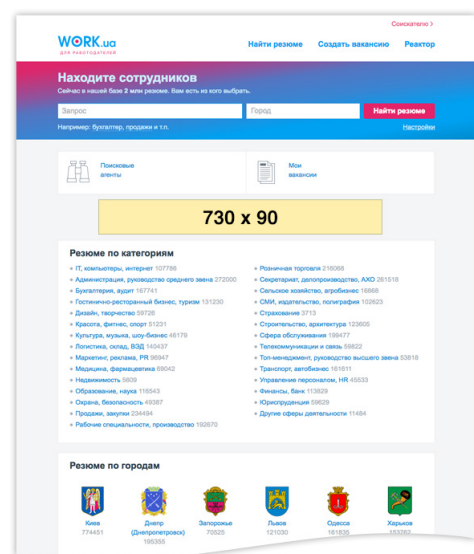
- **A wide audience reach — more than 800,000 banner ad impressions per day.**
- **Topic-based targeting by category.**
- **Discounts on purchases of over 500 thousand impressions.**

Homepage for employers

135 thousand impressions per week

The primary audience consists of company and division leaders, and HR directors.

730x90	90 UAH per thousand impressions
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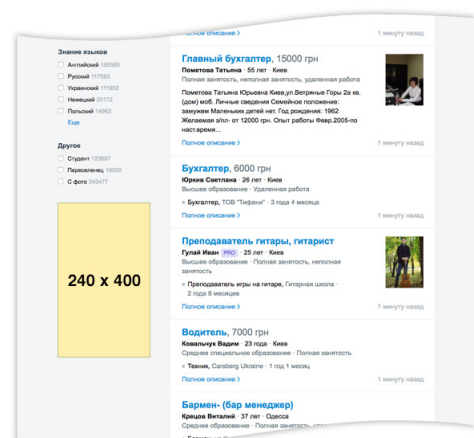
Internal pages for employers

1.3 million impressions per week and between 2 and 200 thousand impressions depending on the category

Search results and resume views.

A unique audience of managers and HR managers. Anyone looking for employees will definitely see your ad.

240x400	40 UAH per thousand impressions
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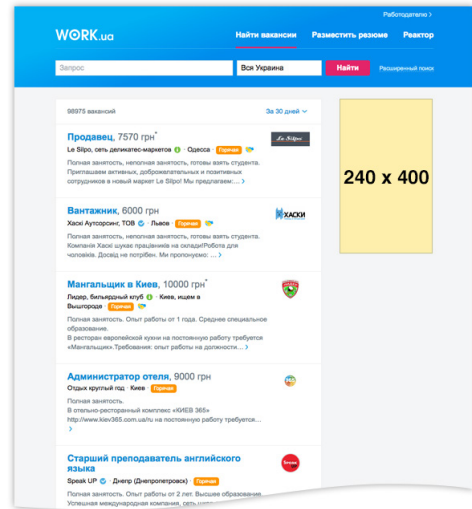
Internal pages for job seekers

10 million impressions per week, between 10 thousand to 1 million depending on the category

Search results and job views.

A good design draws attention to the banners. And the ability to target using 29 categories allows you to accurately reach your target audience (from upper management to lawyers or dancers).

240x400	35 UAH per thousand impressions
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Discounts!

10% for over 500 thousand impressions, 20% for over 1 million impressions.

Banner ad requirements

1. Supported banner types: JPEG, PNG, GIF, flash, or code from another banner system.
2. Banner dimensions: 730x90, 240x400.
3. Banner size must be less than 50 KB.

Advertisements that we won't display

1. Ads for alcohol, tobacco, network structures, or that are erotic or pornographic.
2. Ads for political organizations, parties, or campaigns.
3. Ads for drugs for "below the belt" issues (diarrhea, constipation, impotence, etc.).
4. Ads for risk based games: casinos, stock exchange games (Forex, etc.), betting, etc.
5. Any ads that are clearly aggressive, contain bloody characters, or which call for violence (even in jest) or contain crude slang or expressions.

Best of luck with your business!

We are hoping for a continuous and fruitful cooperation with your company! In case you have questions regarding Work.ua services, we'll be happy to answer them!

Respectfully,

The Work.ua Client Relations Department

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