



## ADVERTISING IN POSTCROSSING

Thank you for your interest in advertising with us!

The Postcrossing Project is a large online community about postcard exchanges and it currently reaches to about **200 different countries** around the world. With over **370,000 unique visitors** and **25 million pageviews** each month, we sell advertisement space as a way to help support the project.

Our community is always growing but some demographics remain constant: our users have an obvious fascination by **all things mail** and a general interest in **stationery, crafts** and **collecting**. With a 80% female predominance, this makes Postcrossing a great audience for products that women enjoy.

### ABOUT ADVERTISING IN POSTCROSSING

Postcrossing prefers to advertise products and services that are of the interest of our community. If you have something that could attract our members, then you are on the right place!

We always provide **custom quotes** for our advertisement campaigns, [tell us](#) what makes your product or service great and who you would like to show it to, and we will send you a free quote of how you can advertise it on Postcrossing.

We are able to **target** the banner advertisement campaigns by **country, language spoken** and/or **computer/browser settings** (eg: version, OS, bandwidth).

For an always up to date overview of the geographic distribution of our members, please visit our [user statistics](#) as well as the [countries page](#).

## AVAILABLE BANNER PLACEMENTS

At the moment there are three available Ad Placements for your banners: two in the main [Postcrossing website](#) and one at our [Forum](#). You may choose one of these Ad Placements, or a combination of them.

Banner size	Position
<b>160x600</b> - Wide rectangle (160 pixels wide by 600 pixels tall)	Right sidebar the <a href="#">Postcrossing website</a> . Shown in most pages of the website, above the fold.
<b>200x200</b> - Small square (200 pixels wide by 200 pixels tall)	Main content area of the homepage of the <a href="#">Postcrossing website</a> . Shown only to logged in users, above the fold, in 25% of the impressions.
<b>728x90</b> - Leaderboard (728 pixels wide by 90 pixels tall)	Top of the pages of the <a href="#">Postcrossing forum</a> . Shown in most pages, above the fold.

At least one banner image file must be provided for each position chosen. However, you may provide more than one image for the same Ad Placement and we will automatically rotate them. Our system will automatically show more often the ones that are clicked more frequently to maximize the efficiency of your campaign.

### BANNER IMAGES: GUIDELINES

- All banner images are reviewed and approved by Postcrossing
- JPG, PNG and GIF image formats are accepted
- For best performance, banner files should aim to be [small in size](#).
- Short/light animations may be accepted (max: 15 seconds)
- The banner must occupy the entire area of the position chosen
- The font must be readable (i.e.: legible size, clear and smooth text)
- Have a clean and attractive look that doesn't collide with our design



We reserve the right to refuse banners or advertisers for any reason.

## AVAILABLE SPONSORSHIP PLACEMENTS

For advertisers who wish to have a closer contact with our members, we have sponsorship placements where you can be the official sponsor of a page, section or feature of the website. The position of these placements is carefully selected to give a clear highlight to the product or service, maximizing the advertiser's investment and increasing awareness to his business. These placements may offer the advertiser the **exclusivity** of the area chosen for a given timeframe. Due to this, Sponsorship placements are subject to availability.

The available sponsorship placements in Postcrossing is listed below.

### POSTCROSSING MONTHLY/YEARLY STATISTICS EMAIL NEWSLETTER

The monthly/yearly statistics email newsletter is a periodic **email sent directly to all active members** of the Postcrossing project. These emails are **personalized for each user** and contain several statistics about their account usage in the relevant period. Usually these emails are sent in the first days of the month.

Image size	Placement
<b>180x160</b> - Wide rectangle (180 pixels wide by 160 pixels tall)	Left sidebar, under the text "Sponsored By:"

### SPONSORSHIP IMAGES: GUIDELINES

- All sponsors will be carefully selected and reviewed by Postcrossing
- Text and images can be used as long they fit the area provided
- Images must have a clean and attractive look that doesn't collide with our design

We reserve the right to refuse sponsors for any reason.