ADVERTISING IN POSTCROSSING

Thank you for your interest in advertising with us!

The Postcrossing Project is a large online community around the exchange of postcards and it reaches over **200 different countries** around the world. Our website has over **250,000 unique visitors** and **17 million page views** every month.

Our community is always growing but some demographics remain constant: our members have a passion by **all things mail** and are interested in **stationery, crafts** and **collecting**.

With a 80% female predominance, this also makes Postcrossing a great audience for products that women enjoy.

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.

ABOUT ADVERTISING IN POSTCROSSING

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

We always provide to our advertisers **custom quotes** for our advertising campaigns. Tell us what makes your product or service great and to whom you would like to show it to, and we will send you a (free) quote with details for you to advertise in Postcrossing.

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

AVAILABLE BANNER PLACEMENTS

There are two available Ad Placements for your banners: one in the main Postcrossing website and one in our Forum. You may choose one of these Ad Placements, or a combination of any of them.

Banner size	Ad Placement
300x250 - Medium rectangle (300 pixels wide by 250 pixels tall)	Shown in most pages of the Postcrossing website, above the fold.
728x90 - Leaderboard (728 pixels wide by 90 pixels tall)	Top of the pages of the Postcrossing forum. 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, keep files small (max: 200Kbytes)
- Short/light animations may be accepted (max: 15 seconds, without loops)
- 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