

## A Guide to Digital Display Advertising



### Background on EducationPosts.ie

EducationPosts.ie is Ireland's leading website for advertising teaching-related vacancies and the largest online community of teachers. More than 25,000 teachers use EducationPosts.ie to find work and more than 6,000 jobs are advertised annually.

*If your target market is teachers there is no better choice than EducationPosts.ie*



### Digital Display Advertising conditions

Below are some further details about advertising. For full details [please see the advertising rate card by clicking here.](#)

- Digital Display advertising is suitable for promotional campaigns for general recruitment or agency sign-up, education events or to promote a product or service specifically to teachers
- Digital Display advertising is visible on the right hand of the site (4 graphic tile ads) which are visible throughout the site as teachers navigate during a visit to EducationPosts.ie
- Due to the large volume of traffic on EducationPosts.ie your advert will be displayed in rotation with other advertisers while ensuring the agreed 300,000 views per month
- Digital Displays adverts must be supplied in JPG, GIF or animated GIF format, 120 pixels x 240 pixels wide
- Your advert will click to a web address of your choice. Please provide the url for this at the same time that you send the ad file
- EducationPosts.ie reserves the right to approve final artwork of display adverts
- Ads can only be published once payment conditions are met. This includes prior to the start of the month in the case of long term advertising
- Discounts are applied at the end of the contracted period

To enquire about discounts available on advertising multiple vacancies please email [ads@educationposts.ie](mailto:ads@educationposts.ie).



### Book your advertising

To avail of display advertising space on EducationPosts.ie please email Louise O'Brien on [ads@educationposts.ie](mailto:ads@educationposts.ie) specifying the time period you wish to advertise. Upon agreement of time range and availability you will be issued with a booking form which outlines the terms of the agreement (duration and pageviews), total cost of the contracted advertising, payment schedule, payment options and terms & conditions.

Upon receipt of the completed booking form, ad file and url and relevant payment, your advert will be processed for advertising. The entire process may take up to a week however we endeavour to process bookings as quickly as possible. To avoid delays with your advertising please ensure you allow adequate time to process the booking.

**Your advert can only be published by EducationPosts.ie once all payment conditions have been met.** (see below for further details).



### Pay for your advert

**Credit Card (PayPal):** This is the recommended and most effective method of payment and ensures the quickest publication of your advert. We cannot facilitate direct credit card payment over the phone, we can however issue an invoice via PayPal. You do not need to have your own PayPal account to avail of this method as we can issue a non-account invoice to you. An additional charge applies to PayPal transactions which will be calculated upon request. To request a PayPal invoice please email [ads@educationposts.ie](mailto:ads@educationposts.ie).

**Bank Transfer:** When paying by bank transfer you must send proof of payment in the form of a screen cap or receipt to ensure publishing of your advert. All charges for bank transfers must be paid in euros by the payee and not passed onto EducationPosts.ie. Bank transfers must be labeled with your Invoice number in order to identify the payment on our records. Bank transfer is not available to customers outside of the EU. To request bank account details please email [ads@educationposts.ie](mailto:ads@educationposts.ie).



### Frequently Asked Questions

**Can you advertise my job immediately and I will pay on invoice?** As a registered charity and an online service EducationPosts.ie cannot provide services without payment in advance. You can pay quickly using PayPal or within a couple of days using bank transfer. See *Pay for your advert* above for more details.

**I cannot see my ad properly?** When you purchase Digital Display advertising on EducationPosts.ie your advert will be served to site visitors 300,000 per month. EducationPosts.ie has traffic far in excess of this and therefore we have a number of these slots available to a variety of advertisers each month. The number of rotating adverts depends on the traffic capacity for that month. Your advert will be seen in the location agreed in rotation with other advertisers 300,000 times as guaranteed. If you cannot see your advert please refresh your page, hit F5 or navigate around the site and your advert will appear.

**Do you offer Pay Per Click options?** No, EducationPosts.ie is a publishing site and connects you with a large, niche audience of teaching and education professionals. We offer large advertising capacity but the success of your advertising campaign also relies on its attractiveness to the visitor and how compelled they feel to click on your advert and thus visit your site.

**Office hours are Tuesday, Wednesday & Thursday from 9am to 4.30pm.**

[ads@educationposts.ie](mailto:ads@educationposts.ie)