

Banner Rate Card

BRIGHTERMONDAY KENYA
2020

Mission

To be Kenya's most user-centric and transparent career platform; where we connect the right candidates with the right opportunities.

Vision

To be the leading source of talent in our markets by providing a platform through which Job search and talent acquisition is simplified.

- Reach Kenya's largest jobseeker audience instantly on the internet and mobile phones.
- Receive applications on the Application Tracking System (ATS).
- Edit your job listings anytime.
- Customize how your job listing is targeted by category, location, salary level and more.
- Get tailored recruitment services.
- Promote your brand as the preferred employer.
- Attract the best talent, both local and International.

Sessions

+10.8m

Users

+2,7m

Page Views

+51m

New Users

+2,6m

Avg. Session Duration

5min

Page / Sessions

5

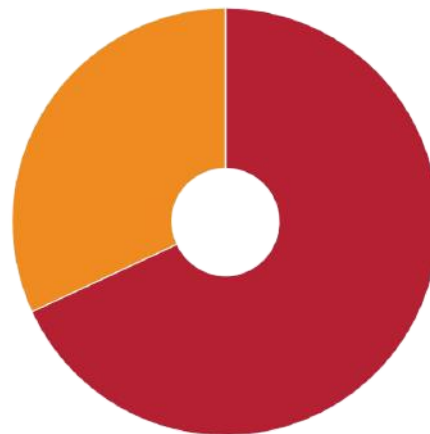
Sessions Per User

4

Bounce Rate

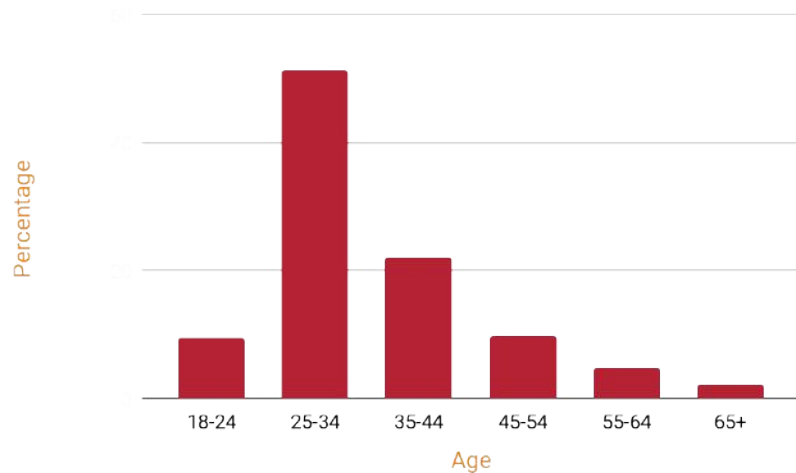
35%

● New Visitor ● Return Visitor



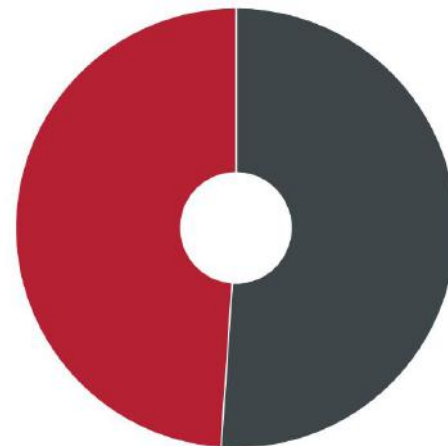
★ Source: Google Analytics

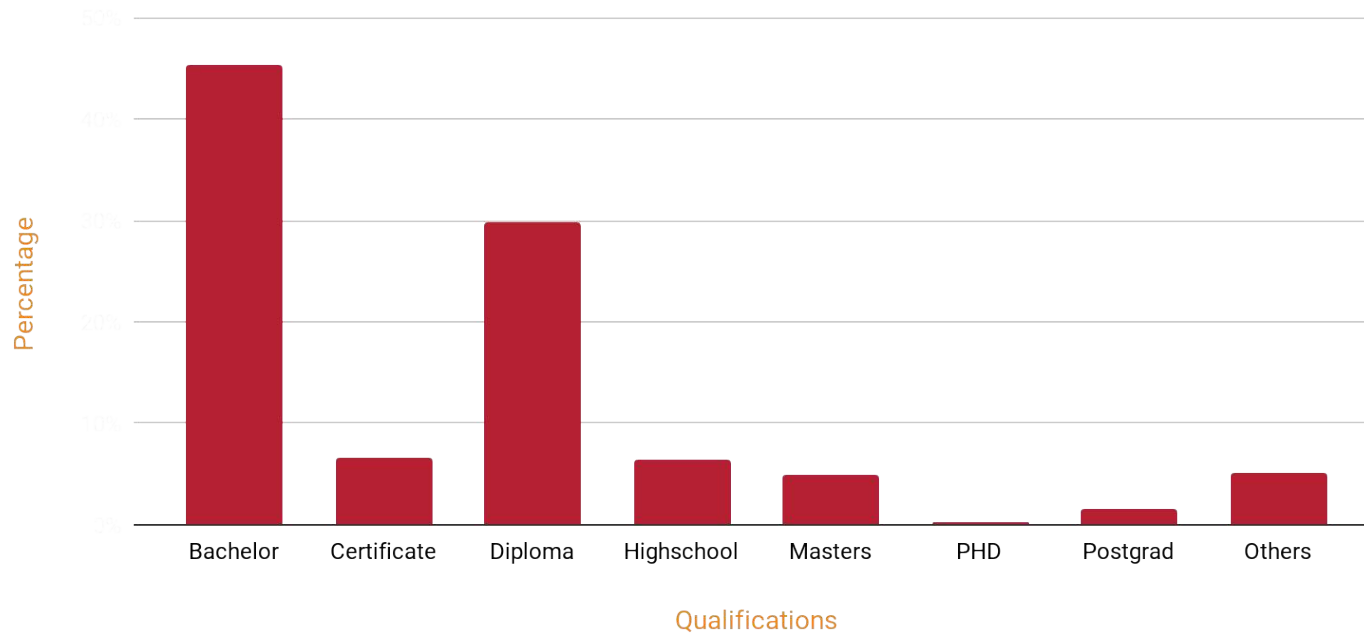
Age

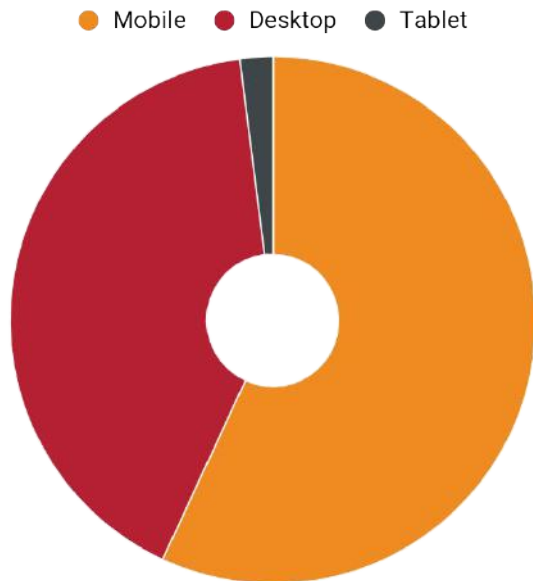


Gender

● Male
● Female

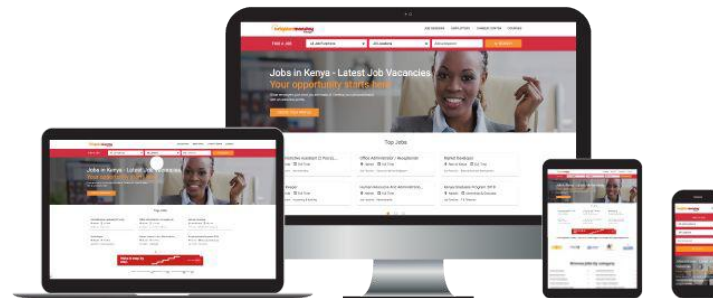


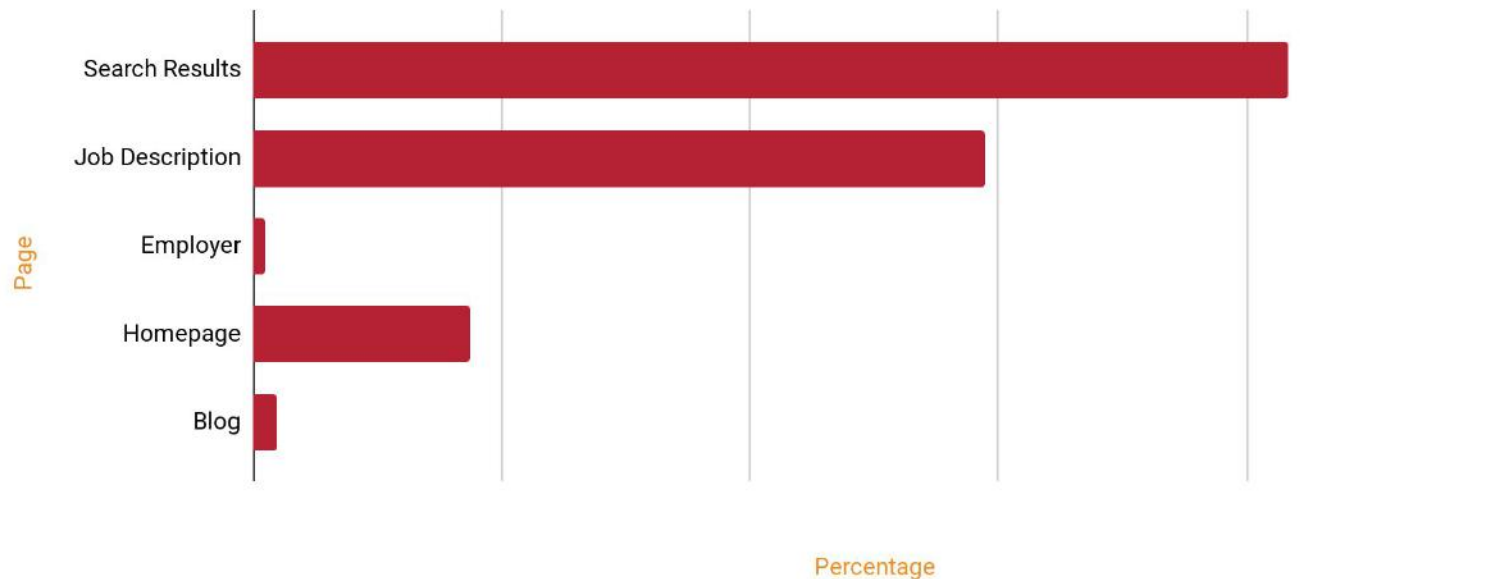




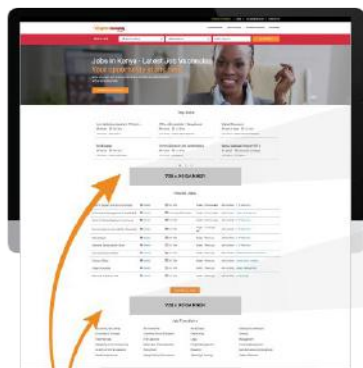
★ We have a higher mobile usage audience.

Device Category	Session
Mobile	+6,1m
Desktop	+4,4m
Tablet	+220k





★ These are the top pages consumed by our users.



728 x 90 BANNER

728 x 90 BANNER

Two Leaderboard Banner
(Homepage)

- ★ There are two banner slots available on the homepage.



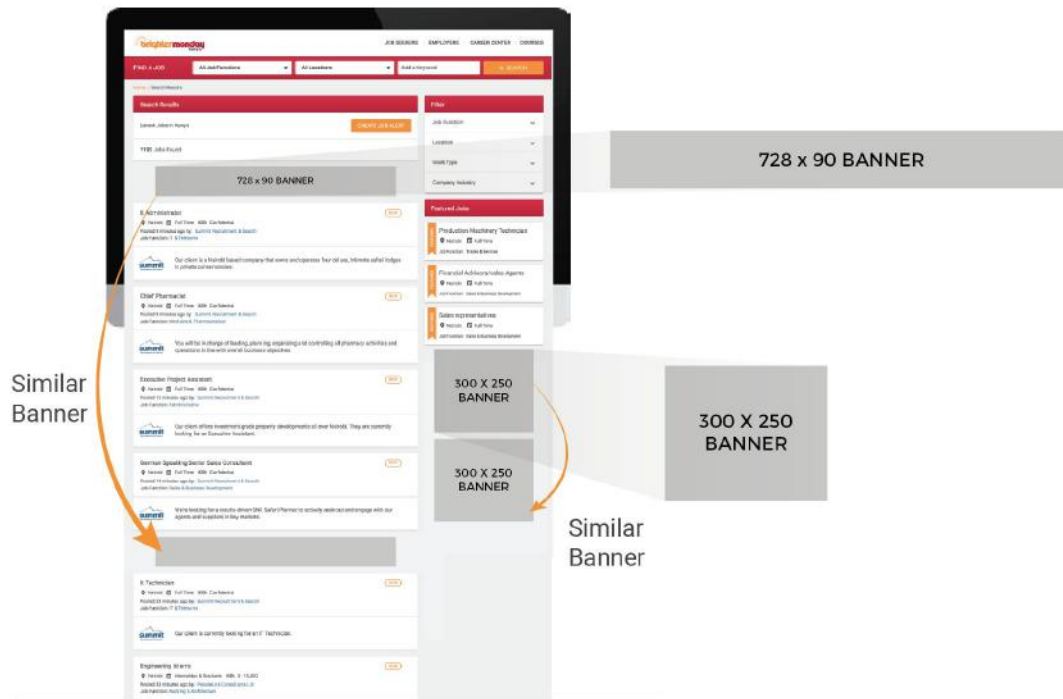
Similar Banner

320 x 50 BANNER

★ There are two banner slots available on the mobile homepage.

320 x 50 BANNER

SEARCH PAGE BANNER COSTS (DESKTOP)



The screenshot shows the BrighterMonday search results page. A callout points to a large banner at the top of the results, labeled "728 x 90 BANNER". Another callout points to a smaller banner below it, labeled "300 X 250 BANNER". A third callout points to a banner further down, also labeled "300 X 250 BANNER". A fourth callout points to a banner at the bottom, labeled "300 X 250 BANNER". A fifth callout points to a banner on the right side, labeled "300 X 250 BANNER". A sixth callout points to a banner on the right side, labeled "300 X 250 BANNER". A seventh callout points to a banner on the right side, labeled "300 X 250 BANNER". A eighth callout points to a banner on the right side, labeled "300 X 250 BANNER". A ninth callout points to a banner on the right side, labeled "300 X 250 BANNER". A tenth callout points to a banner on the right side, labeled "300 X 250 BANNER".

728 x 90 BANNER

300 X 250 BANNER

300 X 250 BANNER

300 X 250 BANNER

300 X 250 BANNER

300 X 250 BANNER

300 X 250 BANNER

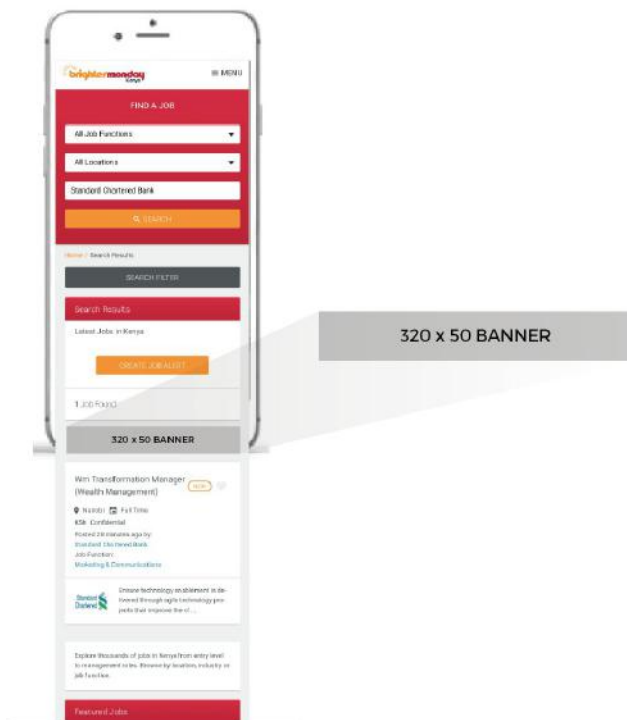
300 X 250 BANNER

300 X 250 BANNER

300 X 250 BANNER

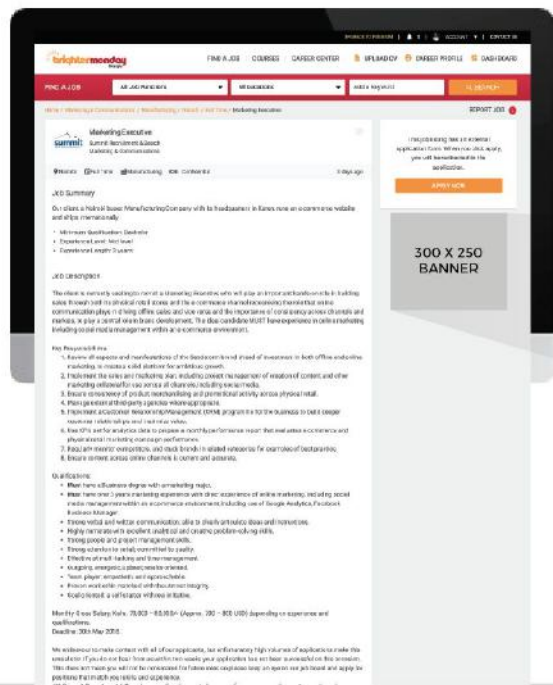
Similar Banner

Similar Banner



- ★ There is one banner slot available on the mobile search page.

LISTINGS PAGE (DESKTOP)



300 X 250
BANNER

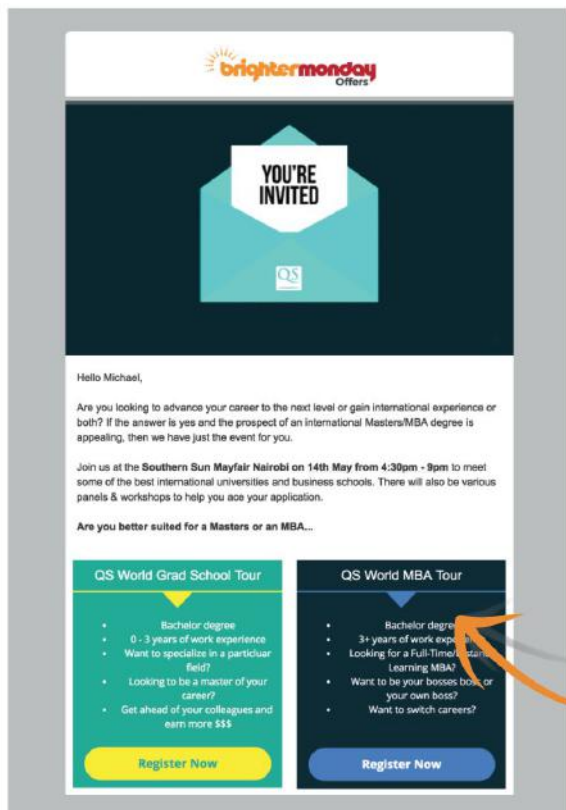
300 X 250
BANNER

★ There is one banner slot available on the desktop listing page.



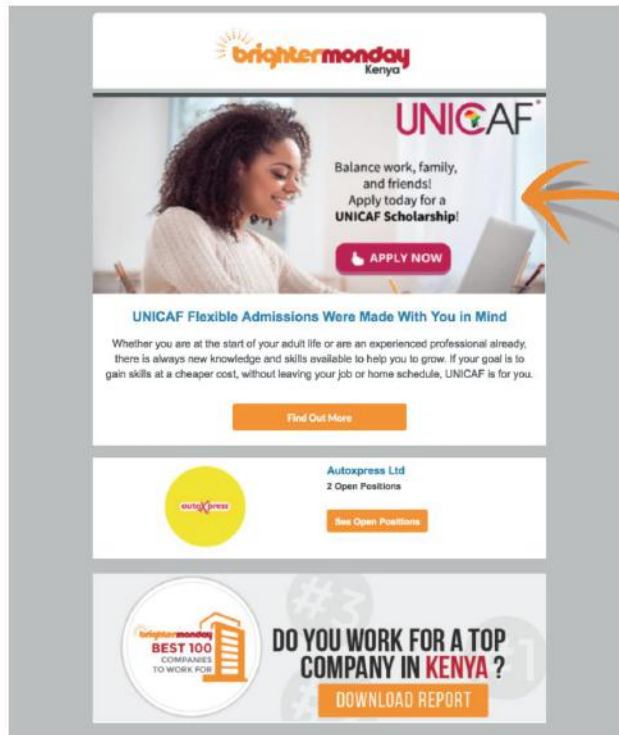
320 x 50 BANNER

- ★ There is one banner slot available on the mobile listing page.



Dedicated
Communication

- ★ Dedicated & customised email to our full database. Maximum 2 a month.



Email Banner Ad

- ★ We include an Email banner in our weekly emails.
- Three slots are available per week.



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