

Where merit is recognized. Opportunity finds its audience.

Where merit is recognized. Fairness is expected. Opportunity finds its audience.

Opportunity Post is a premium monthly editorial brand reaching 110,000+ decision-makers across government, healthcare, education, business, technology, and workforce development — with daily and weekly products that keep your brand present year-round.



MAGAZINE

Monthly full-page advertising in a premium editorial environment.



FIRST ROUND

Daily briefing sponsorship reaching 110K+ professionals every weekday morning.



NEWSLETTER

Weekly and executive-tier sponsorship placements.



CAREER HUB

Premium employer visibility and talent pipeline access.

OPPORTUNITY POST



AMERICA'S WORKFORCE AT THE CROSSROADS

Merit, fairness, technology, and opportunity
in a changing American economy.



THE NEW RULES
OF WORKFORCE
MOBILITY



HIGHER EDUCATION,
HIRING, AND THE
SKILLS RESET



HEALTHCARE
LEADERSHIP
UNDER PRESSURE



HOW INSTITUTIONS
COMPETE FOR
TALENT

110K+

MONTHLY READERS

6

EDITORIAL SECTORS

12

ISSUES PER YEAR

5

CONTENT PRODUCTS

Full-page magazine rates.

Opportunity Post Monthly is published every month with 40+ pages of premium editorial content. Full-page advertising is the only format — no half-pages, no banners, no compromises.

SINGLE INSERTION

Full-Page Ad

\$10,000

Per insertion - One issue

Premium full-page placement in Opportunity Post Monthly. Your ad appears alongside trusted editorial content reaching 110,000+ monthly readers.

- ✓ Full page only — no partial placements
- ✓ Video-enabled option available
- ✓ Visit Website + Watch Video + Connect With Us buttons
- ✓ Listed in Advertisers Index

LIMITED TIME OFFER

3-INSERTION PACKAGE

Quarterly Partner

\$20,000

3 issues + 4th insertion FREE - Save \$10,000

Three consecutive monthly insertions plus one free insertion — our limited time offer for new quarterly partners. Ideal for institutions running seasonal campaigns — back to school, enrollment season, hiring pushes.

- ✓ 3 full-page insertions across 3 issues
- ✓ 4th insertion absolutely FREE — limited time
- ✓ Issue placement priority
- ✓ Video-enabled on all placements
- ✓ Newsletter mention included

ANNUAL PARTNER

12-Issue Commitment

\$78,000

12 issues + Full year presence

Year-round brand presence in every issue of Opportunity Post. The choice of institutions building lasting relationships with decision-makers across all six sectors.

- ✓ 12 full-page insertions — one per month
- ✓ Premium page placement priority
- ✓ Video-enabled on every insertion
- ✓ Monthly newsletter sponsorship included
- ✓ Featured in annual advertiser spotlight

VIDEO-ENABLED ADVERTISING

Video inside the magazine.

Opportunity Post is the only digital magazine offering in-page video playback through a premium lightbox player. Your video plays inside the magazine experience — no leaving the page, no YouTube ads, no competing content.

ADD-ON FEATURE

Video-Enabled Page

\$1,500

Per insertion - Added to any magazine placement

Add a Watch Video button to your full-page ad. Readers tap it and your video plays in a premium lightbox player — full screen, branded, no distractions. Powered by Alughia, supporting 200+ languages.

- ✓ Embedded lightbox video player
- ✓ No YouTube branding or competing ads
- ✓ Multilingual support — 200+ languages
- ✓ Works on desktop and mobile

PREMIUM PACKAGE

Video + Full-Page Bundle

\$11,500

Single insertion with video enabled

The complete magazine ad experience. Full-page placement plus video lightbox in one package. Your brand, your story, your video — inside one of the most engaging digital magazine formats in the market.

- ✓ Full-page ad + video playback
- ✓ Visit Website + Watch Video + Connect With Us buttons
- ✓ Premium lightbox player
- ✓ Listed in Advertisers Index with badge

Newsletter advertising rates.

Opportunity Post newsletters reach decision-makers in their inbox every morning, every week, and every month. Premium B2B placements with high open rates and a qualified institutional audience.

PRODUCT	CADENCE	AUDIENCE	RATE	FORMAT
First Round — Daily Briefing	Weekdays	General professional	\$1,500 per send	Primary sponsorship + presented-by placement
Opportunity Unlocked — Weekly	Weekly	Subscribers + members	\$2,000 per send	Lead sponsorship with 150-word placement
The Week Ahead — Executive	Weekly + Fridays	C-suite + institutional leaders	\$3,500 per send	Exclusive single-sponsor + invite-only readership
First Round Monthly Bundle	Monthly + 20 sends	General professional	\$22,000 per month	All weekday sends + primary placement every issue
Category Exclusive	Custom	Sector-specific	Custom	Own your sector across all Opportunity Post products

Newsletter audience data, open rates, and click-through benchmarks available upon request.
Minimum 2-week booking lead time required.

● FIRST ROUND - DAILY BRIEFING

The lead generation engine.

First Round is Opportunity Post's daily 3-minute briefing — five handpicked stories, one actionable takeaway, delivered every weekday morning. It is the highest-frequency product in the platform and the primary driver of new subscribers and members.



SIGNATURE PRODUCT

First Round Daily Sponsorship

\$1,500

Per send - Monday—Friday

Primary "Presented By" sponsorship at the top of every First Round briefing. Your brand is the first thing 110,000+ professionals see when they start their day.

- + Top-of-briefing "Presented By" placement
- + 150-word sponsor message with link
- + Logo in briefing header
- + AI-voiced audio briefing — your sponsorship is read aloud
- + Available Monday through Friday



MONTHLY BUNDLE

First Round Monthly Package

\$22,000

Per month + All 20 weekday sends

Own every First Round send for an entire month. Maximum frequency, maximum brand recall. The choice of institutions running active hiring campaigns or enrollment pushes.

- + All 20 weekday sends — primary placement every issue
- + Save \$8,000 vs individual sends
- + Category exclusivity during sponsorship month
- + Bonus — one Opportunity Unlocked weekly placement included
- + Performance report at end of month



CATEGORY & NEWSROOM SPONSORSHIP

Opportunity Post covers six editorial sectors — Education, Healthcare, Government, Business & Finance, Technology & AI, and Workforce & Labor. Category sponsorship puts your brand exclusively inside the sector your audience reads every day.

SECTOR EXCLUSIVE

Category Exclusive Sponsorship

\$3,500

Own one editorial sector entirely. Your banner appears on every page, every article, every briefing within your chosen category. One sponsor per sector — no competition, no rotation.

- ✓ Exclusive — no other sponsors in your sector
- ✓ Banner on all sector category pages
- ✓ Logo in sector header
- ✓ Mentioned in sector newsletter briefings
- ✓ Available sectors: Education, Healthcare, Government, Business, Technology, Workforce

ROTATION PLACEMENT

Newsroom Billboard Rotation

\$1,250

Per month + Shared rotation across all sectors

Your brand rotates across the footer billboard position on all Newsroom and category pages. Premium visibility at a shared rate — ideal for brands seeking broad reach across all six sectors simultaneously.

- ✓ Rotation across all 6 sector pages
- ✓ Footer billboard placement — logo, headline, CTA button
- ✓ Multiple sponsors share the rotation
- ✓ Upgrade to sector exclusive anytime

i Category exclusivity is first-come, first-served per month. Booking closes 10 days before the start of each month. Contact us to check sector availability.



CAREER HUB

Employer visibility packages.

Career Hub is not a commodity job board. Every listing is reviewed and approved by the Opportunity Post editorial team. Employers reach a curated audience of professionals, graduates, and career-changers across six sectors.

PACKAGE	LISTINGS	DURATION	PRICE	INCLUDES
Standard Post	1	45 days	\$350	Single listing - editorial review - standard placement
Premium Post	1	90 days	\$650	Extended run - featured placement - employer badge
Executive Package	3 each	90 days	\$1,500	3 listings + featured placement + employer spotlight section
Employer Partner	Unlimited	12 months	\$5,000	Unlimited listings + top placement - logo in Career Hub header - featured in newsletter

i Volume discounts available for institutions posting 10+ roles. Contact us for custom employer partnership pricing.



ADD-ON SERVICES

Extended partnership services.

Beyond advertising, Opportunity Post offers institutional partnership services that connect your brand to students, graduates, and early-career professionals through the First Briefcase pipeline.

TECHNICAL INTEGRATION

XML Job Feed Integration

From \$1,500

Automate your job posting pipeline. Your ATS feeds directly into Career Hub via XML. New roles post automatically, no manual entry required.

- ✓ ATS integration setup
- ✓ Automated feed management
- ✓ Custom pricing based on feed complexity





STUDENT PIPELINE

Internship & Student Sponsorship

From \$2,500

Reach students through First Briefcase and Student Signal. Sponsor internship categories, fund pathway programs, or partner on campus recruiting initiatives.

- + First Briefcase category sponsorship
- + Student Signal placement
- + EnrollForge partner access



AUDIO SPONSORSHIP

First Round Audio Pre-Roll

\$500

Per episode • Daily Monday—Friday

10-second audio sponsorship at the start of every First Round daily briefing. High-frequency brand presence with a professional audience starting their day.

- + Daily Monday—Friday presence
- + Professional AI-voiced briefing
- + Bundle with newsletter for maximum reach



2026—2027 ISSUE CALENDAR

Plan your campaign.

Opportunity Post publishes monthly. Each issue has a featured theme that aligns with the national conversation on workforce, education, healthcare, and opportunity.

AUGUST 2026

America's Workforce at the Crossroads

Booking closes July 15

SEPTEMBER 2026

The Degree Debate

Booking closes Aug 15

OCTOBER 2026

Healthcare Workforce Crisis

Booking closes Sep 15

NOVEMBER 2026

Government & Public Sector Hiring

Booking closes Oct 15

DECEMBER 2026

Year in Opportunity — Annual Review

Booking closes Nov 15

JANUARY 2027

The New Economy — What's Next

Booking closes Dec 15

FEBRUARY 2027

Technology & AI in the Workforce

Booking closes Jan 15

MARCH 2027

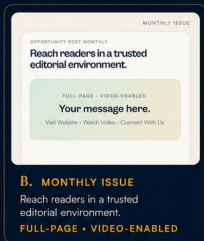
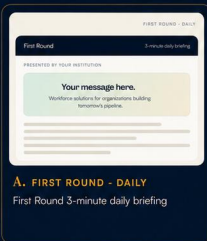
Business & Entrepreneurship

Booking closes Feb 15

SAMPLE PLACEMENTS

What your brand looks like inside Opportunity Post.

These mockups show how your creative appears across Opportunity Post products — from the magazine reader to the daily newsletter to the Career Hub.



AD SPECIFICATIONS

Creative requirements.

All creative is reviewed by the Opportunity Post editorial team before placement. We maintain premium standards across every issue.



FORMAT	DIMENSIONS	FILE TYPE	MAX FILE SIZE	DEADLINE
Full-Page Magazine Ad	2100 x 2850 px - Portrait	JPG, PNG, WebP	10 MB	10 days before publication
Newsletter Primary	600 x 200 px	JPG, PNG	2 MB	5 days before go-live
Newsroom Billboard	1200 x 300 px	JPG, PNG	3 MB	5 days before go-live
Career Hub Logo	400 x 400 px - Square	PNG with transparency	1 MB	On account setup
Video (Watch Video button)	1920 x 1080 px minimum	Alugha-hosted URL	—	10 days before publication



All imagery must be high resolution. Opportunity Post reserves the right to request revised creative that does not meet editorial standards.

GET STARTED

Ready to reach 110,000+ opportunity-minded readers?

Our advertising team will review your request and respond within 24 business hours. All placements are subject to editorial review and availability.

Start a Campaign →

Download PDF ↗

interactive media kit available at mediakit.opportunitypost.com — request access above.



Email advertising@opportunitypost.com



Website opportunitypost.com



Phone Available upon request



Deadline 10 days prior to each issue



Payment Invoice - ACH - Credit Card - Stripe

Opportunity Post

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Opportunity finds its audience.

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