TrackJet — Media kit

Partner placements on TrackJet

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Audience — counted, not estimated

Audience figures are available on request. We only quote numbers from our own analytics with internal traffic, bots and bursts excluded — and every month we seal them cryptographically (see below).

The placements

Two slots on every tracking result page: above the carrier result and below it. One card format, server-rendered, labelled, no script. These are previews, not live placements.

- result_top — above the result
- result_bottom — below the result

Creative specs

- Headline up to 90 characters
- Short text up to 220 characters
- Call-to-action label up to 30 characters
- Optional image: square, 256 × 256 px, WebP/PNG/SVG, <= 150 KB, no text that imitates a tracking result
- Landing URL (https), opened with rel="sponsored nofollow noopener"
- Three languages per creative (EN/DE/ES) or one with the same card everywhere

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Sponsorships

Choose the scope: a vertical, an airline page family, or the whole site. Prices are confirmed by the operator; where none is published, ask.

Container results sponsorship

Your card on every ocean-container tracking result page, top or bottom.

Scope: Vertical: container · Slots: result_top + result_bottom · up to 2 partners

Price: on request

Bill of Lading results sponsorship

Your card on every Bill of Lading result page.

Scope: Vertical: bol · Slots: result_top + result_bottom · up to 2 partners

Price: on request

Post & EMS results sponsorship

Your card on every postal and EMS result page.

Scope: Vertical: post_ems · Slots: result_top + result_bottom · up to 2 partners

Price: on request

Parcel results sponsorship

Your card on every parcel result page (UPS, DHL, FedEx and the rest).

Scope: Vertical: parcel · Slots: result_top + result_bottom · up to 2 partners

Price: on request

Airline spotlight (one airline, exclusive)

Only shown when air-cargo placements are switched on by the owner; one partner per airline page family, below the anchored result blocks.
Scope: One airline page family · Slots: result_bottom · exclusive
Price: on request

Sitewide partner (all verticals)
One card family across every result page that carries placements, three languages.
Scope: All result pages with placements · Slots: result_top + result_bottom · exclusive
Price: on request

Prices net; VAT as applicable; invoiced in EUR with a German § 14 UStG invoice.

Reach guarantee
A booking must deliver at least 60 % of the counted 30-day history of its scope, pro rata to the term. If it falls short, the shortfall is refunded automatically — no claim needed.

How a booking works
1. Choose a package and term — capacity is shown live
2. Upload the creative (we review it within two working days)
3. Company and VAT details — business customers in the EU with a valid VAT ID are invoiced net
4. Pay by card or SEPA; the placement starts on the booked date and you get daily counted stats

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Where it appears
• On tracking result pages for ocean containers, Bills of Lading, post & EMS and parcels — right where a shipper is deciding what to do next. At most two placements per page.

Format
• Headline (up to 90 characters), short text (up to 220), a call-to-action label and an optional image hosted on our server. Per language if you want. The link goes to your https:// page.

How it works — and how we measure
• Served by our own server as plain HTML. No third-party script, no pixel, no cookie is set for a placement.
• Every card is labelled “Sponsored” with your name, and the link carries rel="sponsored nofollow" through our own click endpoint.
• Not targeted: every visitor of the same page type and language sees the same candidates. No audiences, no segments, no auction.
• We count server-side impressions (the card was rendered) and clicks, with the same exclusions as our own analytics — bots, our own traffic and bursts are dropped. You receive aggregate daily counts. An impression means our server rendered the card, not that a human saw it.
• We never share personal data, never retarget, and never place your creative on sign-in, account or legal pages.

What we decline
• Creatives that imitate a tracking result, ask for credentials or payment details, or would mislead a shipper. We keep the right to pause any placement.

Start a conversation

contact@trackjet.world
https://trackjet.world/advertise