

B2C ADVERTISEMENT

page	size (mm)	price (EEK)
1	277×367	41 900
2/3	277×243	31 900
1/2	183×274 277×181; 136×367	29 500 21 900
1/3	136×243; 183×181; 277×119	15 900
1/4	136×181; 277×88	12 500
2/9	89×243 183×119	10 500
1/6	136×119 89×181 277×57 183×88	6 900
1/8	136×88	5 900
1/9	89×119 183×57	3 900
1/12	277×26 89×88 136×57	2 900
1/18	89×57	1 900

The rates below are valid from 27.01.2000

Size = width × height. Rates excluding V.A.T.

We specify the following groups as B2Cads:

- entertainment – concerts, theatre, films, sports events
- restaurants, pubs, nightclubs
- tourism
- clothes, footwear, accessories
- cosmetics, hygiene
- boutique shops
- sports utilities and clothes
- books, periodicals
- foodstuffs (except alcoholic drinks)

Service fees

- Photo 2000-4000 EEK
- Advertising text up to 1/2 page 2500.-
- Advertising text up to 1 page 4500.-
- Translation 10% of advertising rate.
- Design 15% of advertising rate.

VALID IN THE MAIN ISSUE, SPECIAL EDITIONS OF ÄRIPÄEV AND SPECIAL WEEKEND SUPPLEMENT PUHKEPÄEV.

In the supplement Gentleman and Glam Gentleman's -Glam's price list applies despite the group!