

bbn
 English Business News
 www.bbn.ee

Panorama

Small panorama
labor market flexibility
 Estonia needs to improve its labor market flexibility to ensure healthy economic growth.

Press digest: Lithuania - Verslo Zinios
 These are the top business stories in Lithuania's business newspaper.

Press digest: Latvia - Dienas bizness
 These are the top stories in today's Latvian newspaper.

Module 1

Press digest: Ukraine - Ekonomicheskie Izvestia
 Today's top stories from the Ekonomicheskie Izvestia newspaper.

Press digest: Latvia - Diena
 These are the top stories in today's Latvian newspaper.

Selle and Lalcans officially leave TB/LNKK
 Sixteen members of the Selle and Lalcans La Caravanskoja officially left for Riga and the President's Security Service.

Module 2

Lithuania's current account deficit up 44.6 pct in 2007
 Lithuania's current account deficit made up 12.7 pct of last year's GDP, or 0.114 BGN per capita.

Ukio Bankas reports 10 pct increase in profit in January
 UAB Bankas has posted 10.8 pct increase in consolidated net profit for January, or 27.02 million BGN, or 1.18 BGN per capita.

Passenger turnover in Riga Freeport up 80 pct in 2007
 Last year 107,814 passengers were served at the Freeport of Riga, or 1.78 pct compared to 2006.

Ukraine asking EU monitor gas transit to Europe
 Ukraine has asked the European Union to assign an official expert group for monitoring stability of gas transit through Ukraine to Europe.

Ukrhaz-Energo: Direct purchase of Central Asian gas by Naftohaz impossible
 Ukraine's energy giant Naftohaz says Naftohaz directly cannot buy gas directly from Central Asian gas fields.

Latvians urged to boycott supermarkets to protest against high prices
 Latvians are being urged to protest against high prices of milk products by boycotting supermarket.

Cabinet to push for restructuring Naftohaz's debt
 The Cabinet intends to push for restructuring the 1.025 billion debt Naftohaz owes to the foreign gas delivered in November-December 2007.

Estonian Post ends year with a loss of EEK 40 million
 Estonian state-owned company Estonian Post used its result for the last year was a loss of 40 million EEK.

Menu

Video

Big poster

Poster

– the best way to reach foreign-language speaking business people in Estonia Baltic Business News (BBN – www.bbn.ee) is the only English-language business news portal with free access in Estonia and it is targeted at business executives who do not speak the local language.

BBN is the only Estonian news channel providing the information which foreigners doing business in Estonia need for making their daily business decisions.

BBN provides fresh news from Monday to Friday.

More than 2000 people visit the portal www.bbn.ee each business day.



Advertising project manager
Rutmar Lohu
 phone 667 0071
 e-post Rutmar.Lohu@aripaev.ee



Editor
Marge Tubalkain-Trell
 phone 667 0319
 e-post Marge.Tubalkain-Trell@aripaev.ee

ADVERTISING PRICELIST

The rates below are valid from 27.08.2008

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

The webpage or service advertised must adhere to good practice and be in concordance with the products, services, information pages or operational capacities of the advertiser. Äripäev reserves the right to refuse to advertise products or services which are its direct competitors.

• The web environment is suitable for advertising banners in the formats of GIF, JPG, FLASH or HTML.

We also accept video banners in the FLASH format.

• It is recommended that banners in the FLASH format be also alternatively made in the form of an animated GIF banner.

The alternative banner will be used in case the page visitor does not have a FLASH player.

• If you add sound to your banner, the banner must feature a button for turning the sound on and off.

The default setting for banner ads is without sound.

• In the code for a FLASH banner, the parameter for getURL must be clickTAG.

• When the banner is clicked, the URL must open in a new window – it must be fixed in the banner code that target _blank.

• FLASH banners are to be made in the flash 8.0 versions.

• Please send in the advertisement file for approval purposes at least two days before the advertisement is run; advertisements in the FLASH and HTML formats should be sent in three days before they are to appear on the webpage.

• The panoramic banner ad, sized 848x179, must have a Pause/Start button.

It is recommended that when the Pause button is clicked, a summary of the main gist of the banner is displayed.

Technical requirements for video banner

• Maximum size of flv video: 2 MB

• Recommended length of the video: 30 seconds (it is possible to negotiate a shorter/longer duration for the video)

• In case of the 200x170 px video banner, the video size in pixels is 200x150 (20 pixels for the control bar)

• The video must loop

• Our recommendation is that, in addition to the flv video, you also send us an alternative gif file with the size 200x170 px

• Audio: MPEG layer 3 — mp3 . Video codec Sorenson Spark .

• If required, we can help you make an flv video from an avi, mpg or wmv file

• The customer can use our video container (= video control bar which the end-user needs to watch the flv video)

• Only one video banner is displayed at a time

• The video banner will be displayed to users whose browser has Macromedia Flash 8 or a newer version.

• The video sound is turned off as a default

3 random banners..

Design 1 500.-

Panorama (front page and all pages)	848×179 px	1 day	9 600.-	100 Kb
Small banner below the Panorama	468×40 px	1 day	2 400.-	20 Kb
Module 1 (front page and article)	468×360 px	1 day	6 000.-	50 Kb
(after 3rd article)	468×300 px	1 day	5 600.-	50 Kb
	468×240 px	1 day	5 200.-	50 Kb
	468×180 px	1 day	4 800.-	50 Kb
	468×120 px	1 day	4 400.-	50 Kb
	468×60 px	1 day	4 000.-	50 Kb
Module 2 (front page and article)	468×360 px	1 day	3 000.-	50 Kb
(after 6th article ÄP bonus and in the article before ÄP bonus)	468×300 px	1 day	2 800.-	50 Kb
	468×240 px	1 day	2 600.-	50 Kb
	468×180 px	1 day	2 400.-	50 Kb
	468×120 px	1 day	2 200.-	50 Kb
	468×60 px	1 day	2 000.-	50 Kb
Supersize Billboard (after third article in the right column)	200×400 px	1 day	4 800.-	70 Kb
Billboard (after 6th article in the right column)	140×175 px	1 day	400.-	20 Kb
Videobanner	200x170 px	1 day	6 000.-	2 Mb
Menu banner 1	114x160 px	1 day	400.-	20 Kb

Contacts:

tel 667 0105

fax 667 0200

reklaam@aripaev.ee

ftp.aripaev.ee/incoming/Rekl

www.aripaev.ee/reklaam

ftp@ftp.aripaev.ee