



Keep yourself posted with construction market!

The screenshot displays the Ehitusuudised website layout. At the top left is the logo and navigation menu. The main content area is divided into several sections: a 'Panorama' header, a 'Small panorama' with a swimming pool image and the headline 'Kindad kvaliteeti ja personalisust...', a 'Pidu Merko õuel' article, a 'Module 1' section with a 'Menu banner' on the left and a 'Supersize Billboard' on the right, and a 'Module 2' section with a 'Billboard' on the right. The interface includes various news snippets, images, and data visualizations.

Ehitusuudised.net is a news portal for entrepreneurs and specialists operating in the construction, development and real estate sector and is aimed at providing them with the most current news relevant to their jobs. In addition, the portal communicates comments and pieces of advice from the top-of-the-list players in the construction and real estate sector.

The portal belongs to AS Äripäev and the news are written and edited by the professional journalists of Äripäev.

A theme portal communicating news from specialists to specialists is a new phenomenon in Estonia and has received much attention from the entrepreneurs operating in the construction sector. It is their firm belief that the information communicated through the portal will help them succeed in the construction market.



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ADVERTISING PRICELIST

The rates below are valid from 01.09.2008

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. Dv.ee reserves the right to refuse to advertise products or services which are its direct competitors.

- The ehitusuudised.net 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 list of the banner is displayed.

Requirments for video

- Maximum size of flv video: 2 MB. If required, aripaev.ee can help you make an flv video from an avi, mpg or wmv file

- 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

- The customer can use the video container (= video control bar which the end-user needs to watch the flv video) of aripaev.ee

- 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.. | Saturday and Sunday are free of charge. | Design 1 500.- | | | | | |
|---|---|----------------|---------|---------|----------|--------|--|
| Panorama (front page and all pages) | 848×179 px | 1 day | 1 000.- | 1 month | 22 000.- | 100 Kb | |
| Small banner below the Panorama | 468×40 px | 1 day | 300.- | 1 month | 6 600.- | 20 Kb | |
| Module 1 (front page and article (after 3rd article)) | 468×360 px | 1 day | 750.- | 1 month | 16 500.- | 50 Kb | |
| | 468×300 px | 1 day | | | | 50 Kb | |
| | 468×240 px | 1 day | | | | 50 Kb | |
| | 468×180 px | 1 day | | | | 50 Kb | |
| | 468×120 px | 1 day | | | | 50 Kb | |
| | 468×60 px | 1 day | | | | 50 Kb | |
| Module 2 (front page and article (after 6th article ÄP bonus and in the article before ÄP bonus)) | 468×360 px | 1 day | 350.- | 1 month | 7 700.- | 50 Kb | |
| | 468×300 px | 1 day | | | | 50 Kb | |
| | 468×240 px | 1 day | | | | 50 Kb | |
| | 468×180 px | 1 day | | | | 50 Kb | |
| | 468×120 px | 1 day | | | | 50 Kb | |
| | 468×60 px | 1 day | | | | 50 Kb | |
| Supersize Billboard (after seconf article in the right column) | 200×400 px | 1 day | 6 50.- | 1 month | 14 300.- | 70 Kb | |
| Billboard (after 6th article in the right column) | 140×175 px | 1 day | 250 | 1 month | 5 500.- | 20 Kb | |
| Videobanner (in the fourth column, after the second article) | 200×170 px | 1 day | 500.- | 1 month | 11 000.- | 2 Mb | |
| Menu banner 1 | 114x160 px | 1 day | 250.- | 1 month | 5 500.- | 20 Kb | |

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