

Customer's promotional newsletter inserts

The final cost depends on the requested print run (price × quantity). **In case of non-standard (manual) insertion of the insert in the newspaper, the price will be negotiated (depends on the print run, the weight of the insert etc. – if up to 50 g, EEK 8 000 will be added to the price; if above 50 g, EEK 13 000 will be added to the price).** The permitted range for the paper weight (grammage), for 1 sheet (2 pages), is 150 to 200 g/m². The maximum content volume is 56 pages.

Rates:

material volume	200×280 mm A4	315×420 mm A3
1 sheet	1,30 kr	1,30 kr
2 sheets	1,30 kr	1,50 kr
4 sheets	1,50 kr	1,70 kr
6 sheets	1,50 kr	1,90 kr
8 sheets	1,70 kr	subject to agreement
10 sheets	1,90 kr	subject to agreement
12 sheets	1,90 kr	subject to agreement
over 12 sheet	3,00 kr	subject to agreement

Paper density

material volume	layout size	paper density
2 sheets	A5/A4	from 120 g/m
2 sheets	A3	from 130 g/m ²
4 sheets	A5–A4	61–150 g/m ²
4 sheets	A3	80 g/m ²
8 sheets	A5–A3	from 45 g/m ²
16 sheets	A5–A3	from 45 g/m ²

Delivery, storage and packaging terms

The inserts must be delivered to the printing house not later than by 12:00 two business days before the release. All the inserts must be in one and the same format, appropriately packaged with wrapper, and all facing the same direction. The consignment shall be accompanied by a delivery bill stating the total amount, the date of issue of the insert, the number of inserts in a box, and the name of the customer.

The height of the insert box of A3 shall be between 5 - 7 cm
The height of the insert box of A4 shall be between 6 - 8 cm
The height of the insert box of A5 and A6 shall be between 6 - 10 cm

In the event that inserts are inappropriately stored or packaged, the customer shall be charged an additional **amount of 3 sents per insert.**

ATTENTION! Circulation of Äripäev can vary within the scope of 2,000 copies. If clients wish to be absolutely certain that their inserts reach all readers, it is advisable for them to print 2,000 additional copies of such inserts. If it becomes evident that a number of such additional inserts must be inserted into newspapers, such work will involve no additional charges for the client.

If clients do not wish to bear any additional costs, the newspaper cannot guarantee that inserts reach all subscribers of the paper. At the same time, clients must be ready for a possibility that the additional inserts remain unused. Upon respective instructions of clients, excess inserts will be returned to them.

In general, we guarantee the presence of the insert between the newspaper (or with the newspaper) in 97% of the papers in case of size A4, and in 95% of the papers in case of size A3 (2 pages and 4 pages) and size A5 (2 pages)!

Advertising publications on white coated paper

The client only submits the initial source material of the advertising run, and the contact information of the person who shall inspect the chromaline (the colour separation test run). All the rest shall be arranged by Äripäev (printing of material, its delivery to the printing house, inserting and distribution).

Print: 4/0 (four-colour printing).
Paper: Gothic Art (glossy), Gothic Silk (mat) 130 gr

Rates:

A4 (210×297) 49 500.-
A3 (297×420) 60 500.-
A2 (420×594) folded 86 500.-
(two-sided print +15%)

Deadline for presentation of material to the editorial board: in the case of prepared advertisements 1 week before the publication, in the case of unprepared advertisements 2 weeks before the publication.

Customer's special newsletter as a part of Äripäev

From 4 (minimum volume) to 8-page customer's newsletter forms the central colour section of Äripäev. If the customer's newsletter consists 16 or more pages, it is inserted separately in the main issue as a special issue. The price per a page is 25 000 kr. If required the newsletter is designed by the Äripäev's design department, an hourly surcharge of 1 000 kr is added. (Designing of one page generally takes ca 2 hours.) Advertising text up to 1 page: 5 4900 kr and 1/2 page: 3 500 kr; 1 photo: 1500 kr.

The rates below are valid from 01.11.2007

Rates excluding V.A.T.

There may occur some refractorities due to peculiarities of the commercial materials (measure, mass, quality of the paper etc). Based on that - it may not work out to insert those commercial materials at the same day.