



Keep yourself posted!

– is the first news portal in Estonia to provide the latest information about various fields of logistics. The news site is meant for all decision makers in the logistics sector.

Logistikauudised.net writes about issues which are currently important and interesting, and concern road, sea and air transport, the courier and warehouse services market, the technology used in logistics; customs and legislation. The portal also follows the movement of key people and the economic performance of companies.

The portal is owned by the company AS Äripäev and the news articles are written and edited by the professional journalists working at Äripäev.

In the Estonian logistics sector, this is the first ever news site of this kind – covering the entire sector and intended for decision-makers. Therefore, there is a great need for and a lot of interest in the portal.



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ADVERTISING PRICELIST

The rates below are valid from 13.10.2008

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 logistikauudised.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 5.0, 6.0 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.

Requierments 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	
Module 2 (front page and article) (after 6th article ÄP bonus and in the article before ÄP bonus)	468×60 px	1 day				50 Kb	
	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	
Supersize Billboard (after seconf article in the right column)	200×400 px	1 day	6 50.-	1 month	14 300.-	70 Kb	
	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		20 Kb	

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