

# B2C Äripäeva ad pricelist



The rates below are valid from 08.10.2008

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

- The aripaev.ee 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 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 gist of the banner is displayed.

## Requirements 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

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 www.aripaev.ee/internetireklaam  
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3 random banners.. Design 1 500.-

Panorama (front page and all pages)	848×179 px	1 day	12 500.-	100 Kb
Module 1 (front page and article) (after 3rd article)	468×360 px	1 day	6 500.-	50 Kb
	468×300 px			50 Kb
	468×240 px			50 Kb
	468×180 px			50 Kb
	468×120 px			50 Kb
Module 2 (front page and article) (after 6th article ÄP bonus and in the article before ÄP bonus)	468×60 px			50 Kb
	468×360 px	1 day	3 500.-	50 Kb
	468×300 px			50 Kb
	468×240 px			50 Kb
	468×180 px			50 Kb
Videobanner (in the fourth column, after the second article)	200×170 px	1 day	6 000.-	2 Mb
	200×150 px	1 day	5 000.-	2 Mb
Supersize Billboard (after third article in the right column)	200×400 px	1 day	5 000.-	70 Kb