

aripaev.ee

– it is the best business news portal in Estonia. Our readers include business owners, investors, decision-makers, opinion leaders, that is, people who want to change the world. Our stock market news is the most popular in Estonia!

The aripaev.ee portal provides fresh news 7 days a week, bringing the latest and most important Estonian and world business news to its readers as the news happens. Each week, aripaev.ee conducts so-called hot-seat online interviews with businessmen, economists, analysts, politicians, experts and other interesting people; and readers can ask these people questions about business and finance.

The portal also offers video reports, specialist blogs, comments by analysts and experts and all kinds of intelligent entertainment, such as online quizzes prepared by the most famous quizzing experts in Estonia, Indrek Salis and Jevgeni Nurmla.

And you can try your luck in numerous games. On Monday, Äripäev drew the names of three lucky subscribers who won a stock portfolio worth 100 000 kroons. You can watch a video report on this.

The biggest business news team in Estonia works hard to bring news and financial information to only 30 or 40 cm from the readers, i.e. on to the computer screen, in a matter of minutes.

The screenshot shows the homepage of aripaev.ee with several advertising spots highlighted:

- Panorama**: A large header banner at the top.
- Small panorama**: A smaller banner below the main header.
- Video-banner**: A banner for a video report.
- advertising article**: A banner for an advertising article.
- Supersize Billboard**: A large banner for a billboard advertisement.
- Menu banner**: A banner for a menu.
- Module 1**: A banner for a module.
- Billboard**: A banner for a billboard advertisement.
- advertising article**: Another banner for an advertising article.
- Module 2**: A banner for a module.
- Investor**: A banner for an investor-related article or report.

Dimensions for some banners are noted as 283x35 and 140x350.

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ADVERTISING 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 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.

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

Requirements for advertising article

• advertising article sizes until 4500 character

• in addition advertising article you can add logo and up to two pictures

• at a time 5 adv. article and for every headline 20 character

3 random banners.. Design 1 500.-

Panorama (front page and all pages)	848×179 px	1 day	24 000.-	100 Kb
Small banner below the Panorama	468×40 px	1 day	6 000.-	20 Kb
Module 1 (front page and article) (after 3rd article)	468×360 px	1 day	15 000.-	50 Kb
	468×300 px	1 day	14 000.-	50 Kb
	468×240 px	1 day	13 000.-	50 Kb
	468×180 px	1 day	12 000.-	50 Kb
	468×120 px	1 day	11 000.-	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	10 000.-	50 Kb
	468×360 px	1 day	7 500.-	50 Kb
	468×300 px	1 day	7 000.-	50 Kb
	468×240 px	1 day	6 500.-	50 Kb
	468×180 px	1 day	6 000.-	50 Kb
Supersize Billboard (after third article in the right column)	200×400 px	1 day	12 000.-	70 Kb
	140×175 px	1 day	1 000.-	20 Kb
Billboard (after 6th article in the right column)	140×175 px	1 day	1 000.-	20 Kb
Videobanner (in the fourth column, after the second article)	200×170 px	1 day	15 000.-	2 Mb
ÄP investor page skyscraper	140×350 px	1 day	3 500.-	20 Kb
ÄP investor page	283×35 px	1 day	1 000.-	20 Kb
Menu banner 1	114×160 px	1 day	1 000.-	20 Kb
Banner of 5th column	200×400 px	1 day	6 000.-	100 Kb
Adv. article in the 3th column (headline 20 charater)		1 week	5 000.-	
Adv. article in the 4th column (headline 20 charater)		1 week	7 500.-	

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