

BOOKING REQUIREMENTS

Booking advertising

- The basis for reserving advertising space is a letter of intent on the company's letterhead, signed by the company's representative and bearing the company's particulars, indicating the precise measurements, date of publishing and number of times the advertisement is to be published.
- Orders are to be submitted to the advertising department of Äripäev by mail or fax or brought to our office on the 3rd floor at Pärnu mnt 105 in Tallinn. Advertising cannot be ordered by telephone.
- Orders will not be accepted from clients who have previous unfulfilled payment obligations towards Äripäev AS

Deadlines for submitting orders:

- Ads with free placement and ads with predetermined placement: by 3:00 p.m 2 working days before publishing.
- Ads in Sections: by 5:00 p.m 2 working days before publishing.
- Weekend: 1 week before publishing
- Special supplements: 2 weeks before publishing
- Management, ITee, Logistics, Real-Estate: 3 weeks before publishing

Cancellation of Order

- The basis for the cancellation of an advertising order is a letter of cancellation printed on the company's form, signed

and bearing the company's stamp and indicating the precise measurements, date of publishing and number of times the advertisement is to be published.

- Cancellation can be made till the last ordering date; predetermined ad placement cancellation can be made till 3 weeks notice. 50% of the cost of the advertising ordered must be paid in the event of the cancellation of an order after the deadline.

Payment nad procedure for claims

- Ads may be paid for in cash or by bank transfer within 7 days after the presentation of the invoice.
- Claims concerning invoices should be presented before the deadline indicated on the invoice.
- Claims concerning mistakes occurring in the printing of advertising should be submitted in writing (e-mail: reklaam@aripaev.ee) during the day on which the advertising was printed. In the event of justified reclamations, compensation may be paid by agreement between client and Äripäev.

Intermediation of advertising

Through Äripäeva Kirjastus it is also possible to order advertising in other economics newspapers of the Bonnier Group: Dagens Industri (Sweden), Borsen (Denmark), Wirtschafts Blatt (Austria), Delovoi Peterburg (Russia),

Finance (Slovenia), Puls Biznesu (Poland), Dianas Bizness (Latvia) and Verslo Zinios (Lithuania).

Sections

Monday: Real-Estate
Tuesday: Transport, Career
Wednesday: Construction
Thursday: Industry, Agriculture (1 time in a month)
Friday: Fairs (1x/month),

Discounts

| Net amount spent by customer on advertising in Äripäev | Discount rate in one year since start of contract |
|--|---|
| over 30 000 EEK | 12% |
| over 50 000 EEK | 14% |
| over 75 000 EEK | 15% |
| over 100 000 EEK | 17% |
| over 150 000 EEK | 19% |
| over 200 000 EEK | 21% |
| over 250 000 EEK | 22% |
| over 300 000 EEK | 23% |
| over 400 000 EEK | 24% |
| over 500 000 EEK | 25% |
| over 750 000 EEK | 27% |
| over 1 000 000 EEK | 29% |

TECHNICAL REQUIREMENTS

- Äripäev accepts advertisements only in the electronic format, as files. Prepared ads must comply with the requirements established by Äripäev.
- The resolution of the printing machines of Äripäev is 1200 dpi, raster resolution 100 lpi, editions on the coated paper are printed at the resolution of 2400 dpi, raster resolution 150 lpi
- Due to the specifics of the newspaper print, a colour shift of up to 0.5 mm is permitted.
- In order to achieve a better result, submission of a draft proof together with a colour ad is recommended. Due to differences in paper, inks and technologies, the print house is unable to warrant the exact match between the printed result and the proof. The proof serves as a guidance and instruction material for the printer.

Forwarding

- e-mail: reklaam@aripaev.ee (maximum file size 3 MB)
- ftp: ftp.aripaev.ee/incoming/rekl

Requirements for files

- A file must contain the name of the company or product advertised and the first date of publication (e.g. esmofon_28jan.pdf, copteline_1mai.cdr).
- The measurements of the page of the prepared ad must correspond to the size of the space ordered.
- An ad of a size less than 1/2 page must have a frame.
- Files may not contain technical specifications for printing (crop marks, colour scales, registration marks) or other elements that should not be visible in the printed version.
- In case of a colour ad, all objects (except black and white photos) must be in CMYK format (Äripäev does not support calibrated colours). Black-and white ads must be executed in grayscale or using the black of CMYK colour system.
- The resolution of images used in ads must be 200 dpi, the images used in the ads printed on coated paper must be 250 dpi.

- The total percentage of process colours used in colour texts, objects and images should not exceed in case newspaper 235% and 290% in case coated paper (when processing images, please use Adobe Photoshop profile that is available from home page of Äripäev).
- When designing ads, do not use rich black (4-colour black) for black text and objects. Black overprint should be defined to all black (100% K) objects and text printed on coloured backgrounds.
- All fonts must be included in the file or converted to curves.
- A font in italics or a serif font must be at least 10 points.
- A printout or a fax must be included with any advertisement.
- Prepared ads must be free of spelling errors.

Prepared ads

- The ads submitted to Äripäev must be designed in one of the following PC softwares: Adobe Illustrator, Adobe PhotoShop, Adobe Indesign, CorelDRAW.
- Encapsulated PostScript (EPS) Level 1, Level 2. The file must be composite (not colour separation) and contain all fonts and images that are used, OPI links to external objects are not allowed.
- Adobe Portable Document Format (PDF). The file must be composite (not colour separation), version 1.3 is recommended (compatible with Adobe Acrobat 4 and conform to PDF/X:1-a (2001) standard). A file must contain all fonts and images that are used, OPI links to external objects are not allowed. PDF file must be forwarded by distilling a PostScript file with Adobe Acrobat Distiller (Adobe Acrobat Distiller 4 distiller profile is available from home page of Äripäev). Adobe Acrobat PDFWriter cannot be used as this is not a PostScript printer.
- Advertising materials containing TIF and JPG texts designed in raster format are suitable but not recommended due to the specifics of the newsprint.

- Ads are not accepted as Microsoft Word or other text processing files.

Technical requirements

- Grammage of single sheet insert (2 pages): 130-180 g/m²
- Grammage two sheet inserts (4 pages): 90-130 g/m²
- Grammage four sheet inserts (8 pages): 45-90 g/m²
- Grammage of more than 8-page inserts according to prior agreement.
- Inserts that are thicker than 2 pages must be folded or bound by longer side. No perforation, stamped parts, etc. and all pages must be equal size.
- Inserts that do not comply with these requirements cannot be inserted with a printing machine. Manual insertion by postmen and newsstand vendors costs 4000 EEK. All inserts that do not comply with the above requirements must be agreed in advance.
- An original printout of the advertising must be submitted at the latest 2 workdays before dispatch to printing house. The publication date must be agreed with the advertising department of Äripäev at the latest 5 workdays before publishing.

tel 667 0105
faks 667 0200
reklaam@aripaev.ee
ftp.aripaev.ee/incoming/Rekl
www.aripaev.ee/reklaam

Äripäev