

Postimees.ee

Price list is valid from 02.06.2009

Postimees Online OÜ reserves the right to make changes to the price list if necessary.

All given prices are dayprices. All prices are exclusive of VAT.



| Banner type | Measure (pixels) | postimees.ee | Contacts p/day | Pack* | Pack** | Location and terms |
|---|--|--|--------------------|--------------------------|------------|--|
| Header banner | 770 x 180 770 x 90 | 24 000 EEK 16 000 EEK | 260 000 | 32 000 EEK 24 000 EEK | | Page header, visible throughout site. Rotating max 3 ads. |
| Tower type banner | 200 x up to 600 (1. position) 200 x up to 600 (mobile) 200 x up to 600 200 x up to 300 (1. position) 200 x up to 300 (mobile) 200 x up to 300 | 26 000 EEK 26 000 EEK 20 000 EEK 20 000 EEK 20 000 EEK 16 000 EEK | 800 000 | 28 000 EEK 23 000 EEK | 45 000 EEK | Beside right column, visible throughout site. Non-rotating banner. |
| Commercial text | | 15 000 EEK | | | | Front page news. Separated from other news with certain elements: link to commercial text; pink background; 1 photo; no comments added. |
| Above news | 468 x 200 468 x 60 | 20 000 EEK 9 000 EEK | 400 000 200 000 | 28 000 EEK | | Middle column, above news, visible throughout site, except front page. Non-rotating banner. |
| In the middle of news | 468 x 200 468 x 100 | 23 000 EEK 13 000 EEK | 300 000 150 000 | | | Middle column, above news, visible throughout site, except front page. Rotating max 2 ads. |
| Below news | 468 x 200 468 x 100 | 16 000 EEK 9 000 EEK | 300 000 150 000 | | | In the middle of news, visible throughout site, except front page. Non-rotating banner. |
| Front page content banner (also VIDEO) | 468 x 468 (1. and 2. positions) 468 x 468 468 x 250 (1. and 2. positions) 468 x 250 468 x 150 (1. and 2. positions) 468 x 150 | 36 000 EEK 30 000 EEK 25 000 EEK 20 000 EEK 20 000 EEK 17 000 EEK | 600 000 | | | Middle column, below news, visible throughout site, except front page. Non-rotating banner. |
| Footer banner | 975 x 500 975 x 200 | 16 000 EEK 10 000 EEK | 400 000 | 22 000 EEK 14 000 EEK | | Middle column, below news, visible throughout site, except front page. Rotating max 2 ads. |
| News Ad Link | | 800 EEK | 400 000 | | | Footer page, visible throughout site. Rotating max 2 ads. |
| Above Online-news Online-news column | 165 x 70 165 x 70 | 6 000 EEK 1 000 EEK | 400 000 800 000 | | | Text ad below the news. Consists of 1 text line, 70 characters p/line. Minimum purchase 1 week. |
| Below Online-news | 165 x 300 165 x 200 165 x 165 | 1 500 EEK 1 200 EEK 1 000 EEK | 800 000 | | | Above online-news column, visible throughout site. Rotating max 2 banners. |
| Pop-under | max 500 x 500 | 8 000 EEK | | | | In online-news column, visible throughout site. Non-rotating banner. |
| Logo banner | 126 x 126 126 x 60 | 2 000 EEK 1 500 EEK | 800 000 | | | Below online-news column, visible throughout site. Non-rotating ad. |
| Flying logo | 80 x 80 | 15 000 EEK | 300 000 | | | Ad window shown once every 60 minutes. |
| Textlink | | 300 EEK | 800 000 | | | In left column, visible throughout site. Minimum purchase 1 week. |
| Strip advertising | page width x 30 | 35 000 EEK | 200 000 | | | Possible to show banners in GIF and JPG format only. Fixed arrangement +20%. |

* Pack includes: postimees.ee + elu24.ee + postimees.ru + sport.postimees.ee + tartupostimees.ee + tallinnapostimees.ee + ilmajaam.ee

** postimees.ee + elu24.ee + postimees.ru + sport.postimees.ee + tartupostimees.ee + tallinnapostimees.ee + ilmajaam.ee + soov.ee + 24tundi.ee + reporter.ee + parnupostimees.ee + sakala.ajaleht.ee + virumaateataja.ee + jt.ee + valgamaalane.ee

Ad file must not exceed 40 kB, except for VIDEO banner, which may be up to 2 MB in size.

Execution of banners from 1000 EEK, from 2nd hour an hourly fee of 500 EEK is added.

Technical specifications for banners and terms&conditions of advertising are available at: <http://www.reklaam.postimees.ee>

Additional information mikk.maiste@postimees.ee