

Media Info 2012

Advertising

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Banners

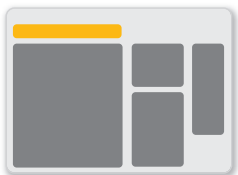
- Your banner appears during agreed time confirmed by the signed order.
- Rates are shown per 2 weeks appearance.
- All banners format must be submitted no later than five days prior to the first appearance of the advertising.
- The listed rates are net.



Superbanner

Format: 728 x 90 pixels
File Size: max 50 KB
File format: jpg, gif, png, swf, javascript

Price: 120 euro



Horizontal Banner

Format: 468 x 60 pixels
File Size: max 50 KB
File format: jpg, gif, png, swf, javascript

Price: 105 euro



Vertical Banner

Format: 120 x 600 lub 160 x 600 pixels
File Size: max 50 KB
File format: jpg, gif, png, swf, javascript

Price: 105 euro



ContentAd Banner

Format: 300 x 250 pixels
File Size: max 50 KB
File format: jpg, gif, png, swf, javascript

Price: 80 euro
130 euro (video option)



Box Banner

Format: 300 x 150 pixels
File Size: max 50 KB
File format: jpg, gif, png, swf, javascript

Price: 90 euro
145 euro (video option)

Special advertising options such as: advertorials, presentation of watch models, contents for readers, opinion survey, are available upon individual request. Superbanner and Full-Size banner cannot appear at the same time. ContentAd and Feature Box banners' height might be extended up to 500 and 300 px. Offer will be submitted upon the request. When submitting Flash formats, please also provide a backup GIF or JPG. This rate card is valid till 30.12.2011.

Special advertising options:

Advertorials are exclusive, extremely effective positions. Reading rates for below spots are absolutely above average. Booking these spots are possible for maximum 14 days.



Top Theme

- editorial development of the visual material
- top positioning on the homepage
- optimal Google indexing thanks to top placement
- on the first page appears and the lead text and photo, or slider with up to 8 photos, then if „more” is clicked the whole article with photos appear

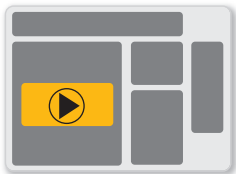
Price: 390 euro/2 weeks



Hotspot

- the hotspot for your new models
- top positioning on the homepage
- visible on all pages

Price: 99 euro/2 weeks



Video

- integrated in Top Theme/Hotspot

Price: 125 euro per integration

Technical details of submission of video:

Format: 300 pixels (width) x 250 pixels (height)

File Size: max to 100 MB

File Format: recommended MPEG4 (H.264), possible other formats