

The price list for www.neti.ee and www.hot.ee.

Valid from 01.01.2012

Prices do not include VAT

1. www.neti.ee

BANNER TYPE	BANNER SIZE	BANNER POSITION	QUANTITY	PRICE (eur/day)	GUARANTEED IMPRESSIONS (per day)
leaderboard	775x120px	THROUGHOUT WEBSITE	1 workday	1925	250 000
			1 wknd day	962	125 000
leaderboard	728x90px	THROUGHOUT WEBSITE	1 workday	1750	250 000
			1 wknd day	875	125 000
leaderboard	600x300px expanding	THROUGHOUT WEBSITE	1 workday	1750	250 000
			1 wknd day	875	125 000
leaderboard (incl. intro)	600x60px + 600x300px	THROUGHOUT WEBSITE	1 workday	2750	250 000
			1 wknd day	1375	125 000
front page footer banner	775x70px	FRONT PAGE	1 workday	1300	250 000
			1 wknd day	650	125 000
skyscraper (sliding)	200x600px	CONTENT PAGES	1 workday	1100	270 000
			1 wknd day	550	135 000
skyscraper (sliding)	200x600px + 400x600px expanding	CONTENT PAGES	1 workday	1650	270 000
			1 wknd day	825	135 000
content banner	728x90px	CONTENT PAGES	1 workday	750	150 000
	775x120px		1 wknd day	375	75 000

TARGETED ADS (keyword search; catalogue pages)

PRICE CATEGORY	BANNER (price eur/week)	TEXT AD (price eur/week)
I	3	2
II	5	4
III	10	8
IV	20	15
V	40	30
VI	80	60
VII	160	120
VIII	320	240
IX	650	480
X	1300	960

2. www.hot.ee

BANNER/AD TYPE	BANNER SIZE	BANNER POSITION	QUANTITY	PRICE (eur)	GUARANTEED IMPRESSIONS (per period)
leaderboard	600x200px	FRONT PAGE	1 workday	800	300 000
			1 wknd day	400	150 000
footer banner	990x300px	THROUGHOUT WEBSITE	1 workday	960	800 000
			1 wknd day	480	400 000
skyscraper	200x600px	THROUGHOUT WEBSITE	1 workday	500	300 000
			1 wknd day	250	150 000
skyscraper	200x600px + 400x600px expanding	THROUGHOUT WEBSITE	1 workday	750	300 000
			1 wknd day	375	150 000
square banner	200x200px	THROUGHOUT WEBSITE	1 workday	250	300 000
			1 wknd day	125	150 000
fix banner	200x95px	THROUGHOUT WEBSITE	1 month	3200	45 000 000
fix banner	165x165px	THROUGHOUT WEBSITE	1 month	3200	45 000 000
direct e-mail		INBOX	1 e-mail	0,02	up to 350 000
	<i>filter (gender, age)</i>		1 e-mail	0,0064	
text ad	up to 150 characters	E-MAIL FOOTER	week	500	70 000