

# HUSET MARKEDSFØRIN<sup>TM</sup>

## PRICE LIST 2010

### BANNER ADVERTISING ON WWW.MARKEDSFØRING.DK PRICES AND TECHNICAL SPECIFICATIONS 2010

#### ➔ BANNER ADVERTISEMENTS ON WWW.MARKEDSFØRING.DK

Placement	Size	Price/Week	
Upper left:	125x250	7,000	1 place
Upper middle:	125x250	6,000	1 place
Bottom left:	125x250	5,000	1 place
Top banner:	896x100	12,000	1 place
Right skyscraper:	160x600 (800max)	10,000	5 places
Right left:	125x250	5,000	5 places
Front page article list:	440x60	8,000	1 place
Article banner:	468x70	9,000	1 place
Article bottom:	300x250	8,000	3 places
Article bottom:	468x400	10,000	3 places

#### ➔ EXPANDABLE BANNER OR OVERLAY

NOTE: Having an expandable banner or overlay will be subject to approval by Huset Markedsforing prior to placement. This also applies to alterations along the way.

Top banner:	16,000
Right skyscraper:	14,000
Article banner bottom:	12,000

The prices above are per week.

#### ➔ DISCOUNT

With purchase of the same order for 4 weeks: 25%.

#### ➔ TECHNICAL SPECIFICATIONS BANNER ADS

All links from a banner must open in a new window.

To be delivered as GIF (30kb), HTML (30kb), TAG 30kb), JPG (30kb), or Flash (50kb). Looping: Max. 5 times.

**MATERIAL: TO BE SENT TO OUR PARTNER ADSEVING DANMARK  
HUSETMARKEDSFØRING@ADSEVING.DK  
NO LATER THAN 3 DAYS BEFORE AGREED DATE OF PUBLICATION.**

#### ➔ TECHNICAL SPECIFICATIONS FOR THE USE OF FLASH

In adServing's system Pro Admin, the Flash file must be exported in Flashplayer 8 or below. The Flash file must never contain a direct link/URL. The following must be on a button (not a MovieClip) in the root of the film.

```
on (release) {  
    getURL (_root.clickTAG, "_blank");
```

In addition, preferably an alternative should be submitted for Flash banners (normally GIF banners) which are also called "fallback" banners. The fallback banner is shown if the user does not have the Flash plug-in installed.

**Note: NO SOUND IS PERMITTED ON THE BANNER, however,  
Mouse Over is permitted.**

#### ➔ FOR FLASH PROGRAMMERS

[http://adserving.dk/ftp/show/indsaet\\_clicktag.jpg](http://adserving.dk/ftp/show/indsaet_clicktag.jpg)

#### ➔ CONTACT FOR ADVERTISING ON WWW.MARKEDSFØRING.DK

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