

ADVERTISING IN MORGENBRIEF AND NYHEDSBREV PRICES AND TECHNICAL SPECIFICATIONS 2010

➤ THE 2 DAILY ELECTRONIC NEWSLETTERS

Keep up with the day's current events in the fields of marketing, advertising and media.

➤ MORGENBRIEF

Is sent out at 9 a.m. with clips from the day's Danish newspaper stories.

➤ NYHEDSBREVET

Is sent out in the afternoon and presents Markedsføring's own current stories of the day.

The goal of both the website and electronic newsletters is to be agenda-setting while giving readers knowledge and tools for day-to-day work in the communications industry.

➤ MORGENBRIEF AND NYHEDSBREV EACH HAVE OVER 18,000 RECIPIENTS, DISTRIBUTED AS FOLLOWS:

| Recipients | Pct. |
|---------------------------------|------|
| Marketing people: | 60 |
| Agency and media agency people: | 19 |
| Media people: | 21 |

Source: Huset Markedsføring

➤ TEXT ADS

PRICE PER AD - MORNING OR AFTERNOON

| | | |
|-----------|--------|-----------|
| Placement | Top | DKK 3,000 |
| Placement | Middle | DKK 2,000 |
| Placement | Bottom | DKK 1,000 |

➤ TECHNICAL SPECIFICATIONSTEXT ADS

The text may contain a maximum of 360 keystrokes + a link to your own website. The desired text should be e-mailed as a Word document to kr@markedsforing.dk.

Material for Morgenbrief must be submitted before 15.00.

➤ CONTACT FOR ADS IN MORGENBRIEF/NYHEDSBREV, TECHNICAL QUESTIONS AS WELL AS FORWARDING OF MATERIALS:

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