



Talentum Online Rate Card, effective 1st January 2012

Ad format	Size (px)	Talouselämä	Arvopaperi	Tekniikkatalous	Tietoviikko	M&M	MikroPC	Medi uutiset	Uratie
Total impressions/week*		790 000	456 000	400 000	335 000	138 000	264 000	50 000	54 000
Unique visitors/week*		159 000	60 000	98 000	83 000	34 000	98 000	18 000	
Unique browsers/week*		193 000	75 000	126 000	108 000	43 000	101 000	23 000	13 000
Giant Panorama	980x400	€ 55	€ 40	€ 40	€ 55	€ 35	€ 35	€ 35	
Panorama/ Giant MPU/Tower	980x120/468x400/200x900	€ 31	€ 25	€ 25	€ 31	€ 23	€ 23	€ 23	
Leaderboard / MPU 1	728x90/300x250	€ 24	€ 20	€ 20	€ 24	€ 18	€ 18	€ 18	€ 18
Skyscraper	160x600	€ 17	€ 12	€ 12	€ 17	€ 10	€ 10	€ 10	€ 12
Eboard	140x350	€ 13	€ 10	€ 10	€ 13	€ 8	€ 8	€ 8	
Corner ad	728x90 + 140x350	€ 33	€ 27	€ 27	€ 33	€ 25	€ 25	€ 25	
Ticker	1600x45	€ 28	€ 22	€ 22	€ 28	€ 20	€ 20	€ 20	
MPU 2, price per week	300x250	€ 3 900	€ 2 500	€ 2 500	€ 3 900	€ 2 000	€ 2 000	€ 2 000	
Banner, price per week	468x60	€ 3 900	€ 2 500	€ 2 500	€ 3 900	€ 2 000	€ 2 000	€ 2 000	
Roadblock, price per day	**	€ 3 900	€ 2 500	€ 2 500	€ 3 900	€ 1 500	€ 1 500	€ 1 500	
Peelaway	1 corner	€ 35	€ 29	€ 29	€ 35	€ 27	€ 27	€ 27	
	2 corners	€ 39	€ 32	€ 32	€ 39	€ 30	€ 30	€ 30	
Arrival page dominance/ Interstitial	956x586/800x600	€ 99	€ 85	€ 85	€ 99	€ 80	€ 80	€ 80	€ 85
Context based advertising (RON)		€ 35							

**giant panorama + giant MPU + background image

*TNS Metrix weekly average November 2011 (rounded to the nearest thousand)

Current VAT rates are added to the prices. Talentum reserves the right to price changes. Please check the effective prices from Talentum Media Sales.

Diamond Package (RON)	500 001 - 750 000	750 001 - 1 500 000	1 500 001 -
Giant Panorama	36 €	34 €	30 €
Panorama/ Giant MPU	22 €	21 €	18 €
Leaderboard / MPU 1	17 €	16 €	14 €
Skyscraper	11 €	10 €	9 €
Eboard	9 €	8 €	7 €
Time-based	1 week	2 weeks	4 weeks
Banner / MPU 2	14 100 €	26 320 €	45 120 €

Finance Package	min 500 000	min 750 000
Talouselämä + Arvopaperi		
Giant Panorama	€ 40	€ 36
Panorama/ Giant MPU	€ 24	€ 21
Leaderboard / MPU 1	€ 19	€ 17
Skyscraper	€ 12	€ 11
Eboard	€ 10	€ 9
Time-based	2 weeks	4 weeks
Banner	€ 10 880	€ 17 920

Decision-makers	min 500 000	min 750 000
Talouselämä + Tekniikka&Talous		
Giant Panorama	€ 40	€ 36
Panorama/ Giant MPU	€ 24	€ 21
Leaderboard / MPU 1	€ 19	€ 17
Skyscraper	€ 13	€ 11
Eboard	€ 10	€ 9
Time-based	2 weeks	4 weeks
Banner	€ 10 880	€ 17 920

ICT-Package	min 500 000	min 750 000
Talouselämä + Tekniikka&Talous + Tietoviikko		
Giant Panorama	€ 43	€ 38
Panorama/ Giant MPU	€ 25	€ 22
Leaderboard / MPU 1	€ 19	€ 17
Skyscraper	€ 13	€ 12
Eboard	€ 11	€ 9
Time-based	2 weeks	4 weeks
Banner	€ 17 510	€ 28 840



Talentum Online Rate Card, Newsletters

Media	Sending days	Subscribers 12/2011	Total sendings / week	Leaderboard, eboard, MPU	Roadblock
Arvopaperi	Monday - Friday	17 200	86 000	€ 2 500	€ 3 800
T&T Autot	Tuesday	20 700	20 700	€ 1 000	€ 1 500
Juristikirje	Wednesday	8 900	8 900	€ 500	€ 750
Markkinointi&Mainonta	Monday - Friday	11 700	58 500	€ 1 500	€ 2 200
Medilääke	Wednesday	5 500	5 500	€ 500	€ 750
Mediterveys	Wednesday	6 700	6 700	€ 500	€ 750
MikroPC	Monday - Friday	17 700	88 500	€ 2 400	€ 3 600
Talouselämä	Monday - Friday	29 100	145 500	€ 4 000	€ 6 000
Tekniikkatalous	Monday - Friday	20 300	101 500	€ 2 500	€ 3 700
Tietoviikko	Monday - Friday	14 100	70 500	€ 2 500	€ 3 700
Tietoviikko - Kehittäjän Kanava	Friday	15 900	15 900	€ 500	€ 750

Newsletter ad is sold for one week at a time. The ad is shown in all sendings of selected newsletter during that week.

Packages	Price	Gross contacts	Ad formats	Package content
Diamond	€ 14 025	614 900	Leaderboard, eboard, MPU	The ad is shown in all Talentum newsletters during one week.
Decision-makers	€ 5 525	242 500	Leaderboard, eboard, MPU	Ad in following newsletters: Talouselämä, Tekniikka&Talous. The ad is shown in these newsletters during one week.
ICT	€ 7 055	310 500	Leaderboard, eboard, MPU	Ad in following newsletters: Talouselämä, Tekniikka&Talous and Tietoviikko. The ad is shown in these newsletters during one week.
Finance	€ 5 525	232 000	Leaderboard, eboard, MPU	Ad in following newsletters: Talouselämä, Arvopaperi. The ad is shown in these newsletters during one week.



Talentum Online Rate Card, Direct Mail

Media	Subscribers 12 / 2011	Establishing costs	Price / subscriber	Price total
Arvopaperi	11 200	€ 500	€ 0,35	€ 4 420
T&T Autot	14 100	€ 500	€ 0,35	€ 5 435
Juristikirje	5 800	€ 500	€ 0,35	€ 2 530
Markkinointi&Mainonta	5 800	€ 500	€ 0,35	€ 2 530
Medilääke	3 000	€ 500	€ 0,35	€ 1 550
Mediterveys	3 600	€ 500	€ 0,35	€ 1 760
MikroPC	10 100	€ 500	€ 0,35	€ 4 035
Talouselämä	18 000	€ 500	€ 0,35	€ 6 800
Tekniikkatalous	12 200	€ 500	€ 0,35	€ 4 770
Tietoviikko	8 700	€ 500	€ 0,35	€ 3 545

Targeted Direct Mail

Targeting is possible by title, company size, branch of business, turnover or area code

Pricing: Establishing cost € 750 + € 0,7 / address with 1-2 criteria or € 1,00 / address with 3-4 criteria

DIRECTIONS

The delivery date for the material is five working days before the sending, delivered to mainos@talentum.com. The customer creates the content

which may be modified as needed by the editorial staff if deemed necessary (for example, the header is misleading, etc). The customer will be informed of all changes.

The letter must be a static html page, just like Talentum newsletters - for example <http://images.talentum.com/newsletters/taloushtml.html>

Specific technical directions regarding the HTML-file can be found online at http://mediamyynti.talentum.fi/multimedia/archive/00096/eDM_technical_guidel_96738a.pdf

NB! All prices are gross prices and CPM prices (price per thousand (1,000) impressions), unless mentioned otherwise.

If the impression target is not reached within the determined time, the campaign is continued (or if so agreed, compensated in the next campaign).

If the missing impressions are less than 5 % of total target, the impressions will not be compensated.

An Interstitial may occasionally be shown on the top of other ads

A 5-15 % discount on the prices is granted to authorized advertising and media agencies. In addition to this, a contract discount that is in effect is granted.

If the delivery of the campaign material is delayed, the campaign impressions will be cut back in relation to the delay (full price of campaign is still charged).

The number of impressions that a campaign gets is observed through Talentum's advertising management system.

A VAT rate of 23 % is added to the prices.

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