



Ad prices November 2007 (valid until next price list is published)

Formats and definitions

Web site formats

Banner, 468x60 pixels

Skyscraper, 140x350 pixels

Button, 140x60 pixels

Up to three banners or skyscrapers can be placed at the same position and are shown alternatively.

We handle most "normal" web ad formats, such as gif, jpg., jpeg, jpe, bmp, png and swf.

Newsletter formats

Banner, 468x60 pixels (same formats as above)

Text ad: up to 100 words, including headline, approximately three lines of text and web-link. The text can be delivered in doc, txt, rtf or similar, or as part of an email message.

Positions

Visible: Appears for the reader directly when entering the web site or opening the newsletter without scrolling. (In most normal computer, web browser, email client combinations.)

Unspecified: Best available position given the current ad booking situation, which means the readers may have to scroll down to be able to see the ad, but it is never placed below all editorial content.

The exact layout of and number of ad positions on the web site changes from time to time and can differ between the different languages. There are normally two visible banner and two visible skyscraper positions available and ads are spread out evenly between these.

Web site prices are quoted per month, which does not have to be a calendar month.

Newsletter prices are quoted per four issues of the newsletter.

The price for one week on the web site or one newsletter issue is half the monthly/four-issue price.

Two months for the price of one during June, July and August. The newsletter is not sent out every week in this period, but the web site is updated, although less frequently than during other months.

Swedish VAT, 25%, will be added to all prices, unless you can prove that you are registered for VAT in another country by presenting your VAT registration number to us.

Prices are quoted and invoiced in SEK, unless otherwise agreed. 1 EUR = 9.40 SEK

Minimum total cost per order: 1000SEK.

We are happy to discuss special deals for longer advertising periods or combinations of web and newsletter and/or multiple languages advertising.

Please send your orders to carl@smrn.se. Orders are normally handled and published/booked the same day they arrive.

Please see our separate price list for job ads.

Ask us about opportunities to sponsor coverage of specific events and topics.

Swedish site, www.smrn.se, www.resoner.nu.

Normally 500 unique visitors to the web site per week (according to Google Analytics)
Newsletter sent to 3000 email addresses every Friday.

	Visible	Unspecified
Web site banner or scyscraper or newsletter banner	6000	3000
Web site button or newsletter text ad	2000	1000

English language site, www.smrn.org

Launched in November 2007 – no visitors statistics available yet.
No newsletter circulated in English yet.

	Visible	Unspecified
Web site banner or scyscraper	2000	1000
Web site button	1000	500

Danish site, www.smrn.dk

Due for launch first quarter 2008 – no visitors statistics available yet.
No newsletter circulated in Danish yet.

	Visible	Unspecified
Web site banner or scyscraper	1000	500
Web site button	500	300

Norwegian site

Due for launch after the Danish site is up and running.
No newsletter circulated in Norwegian yet.

	Visible	Unspecified
Web site banner or scyscraper	2000	1000
Web site button	1000	500