

ADVERTISING ON LETA.LV AND NOZARE.LV PORTALS AND E-MAIL MESSAGES



TOP BANNER 587x76



Banner	Size (pixels)	Placement	Price (EUR w/o VAT)*		Expositions
			Daily	Weekly	Daily
Top banner 4 banners in rotation	587x76	All pages. Visible to all LETA visitors/subscribers.	140.00	550.00	25 000
Large sidebar 1 banner in rotation	300x250	On free and news pages. Seen by all LETA visitors/subscribers.	100.00	450.00	25 000
Small sidebar 1 banner in rotation	300x150	Only on the first page. Seen by all LETA visitors/subscribers.	35.00	150.00	10 000

Advertisements

LARGE SIDEBAR
300x250

Advertisements

SMALL SIDEBAR
300x150

ADVERTISING IN LETA'S E-MAIL MESSAGES

LARGE BANNER 728x90



Advertisement

"PAY ATTENTION" @

Advertisement

SMALL BANNER
300x150

Banner	Size (Size)	Price, weekly (EUR w/o VAT)*	Expositions (daily)
Large banner 1 in rotation	728x90	150.00	2 500
Small banner 1 in rotation	300x150	100.00	2 500
Link "Pay Attention"	Up to 50 characters	75.00	2 500

TECHNICAL REQUIREMENTS ON BANNERS



On portals

- Banner format – gif or flash.
- File size must not exceed 50 kb.
- Version – up to 9 flash.
- Link in a flash banner has to be included via clickTAG method.
Sample: on (release)
`{getURL(clicktag,"_blank"); }`

@ In advertising messages

- Banner format – gif.
- File size must not exceed 20 kb.



E-MAIL BANNERS 728x90

Banner @	Size (pixels)	Price, weekly (EUR w/o VAT)*	Expositions (daily)
E-mail banner	728x90	150.00	2 500

* Valid from 1 October 2015. All Prices exclude VAT (21%).

You can use your own banners or have us make one for you. Making one banner costs EUR 70.00 + PVN and up.

Reserving a place for a banner – at least 7 working days before banner placement.

Submitting banners – at least 2 working days before banner placement.



ADVERTISING CONTACTS

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