

# 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.



## PORTAL AND E-MAIL BANNERS 728x90



Banner	Size (pixels)	Placement	Price, weekly (EUR w/o VAT)*	Expositions (daily)
Nozare banner 1 in rotation	728x90	Only on the first page. Seen by all nozare.lv visitors/subscribers.	175.00	3 000

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%).



### ADVERTISING CONTACTS

E-mail: reklama@leta.lv · Phone: +371 67222509

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.

