

NyTeknik.se is Sweden's leading news site for technological developments within IT, telecom, energy, environmental technology, cars, planes and everything else that powers the development of industry and society.

Rapid news from around the world, updated daily, is complemented with an extensive archive containing the complete reporting history of the newspaper. The news sits is required reading for all engineers and anyone interested in technology. Advertise on NyTeknik.se and reach highly educated decision-makers in Sweden's business sphere.



Traffic statistics	Average/week
Unique visitors (web browsers)	138 846
Vsits	233 270
Page view	731 887
Source: Sifo Media/ Insight XE	

Banners		
Format	Max. format (Pixels)	CPM
Panorama:	844x178	370
Sticky:	250x360	500
TWS (first):	250x360	290
TWS (second):	250x360	250
Module (first):	468x240	340
different formats	468x180	290
	468x60/120	236
Module (second):	468x60<240	185
Mini banner:	140x175	125
Sky-scraper (second):	200x600	
Only startpage	Set price 29.600/week	
Special formats	Price available on request	

All prices are based per week, excluding tax./V.A.T. All prices are in SEK. For more advertising information, please visit: [www.nyteknik.se/annonsera](http://www.nyteknik.se/annonsera)

# Newsletters



**Daily newsletter**  
Delivered to 38 800 subscribers every day



**IT & Telekom**  
Delivered to 13 200 subscribers every day



**Automation**  
Delivered to 11 500 subscribers weekly



**Energy**  
Delivered to 6 700 subscribers weekly



**Career**  
Delivered to 2 300 subscribers weekly



**Fordon**  
Delivered to 6 600 subscribers weekly

RATE CARD	Daily newsletter	IT/Telekom	Weekly Automation	Energy	Career	Fordon
Subscribers	38 800	13 200	11 500	6 700	2 300	6 600
Panorama 680x80	21 900	12 100	12 100	5 000	3 500	5 000
Module 468x60	18 700	10 300	10 300	3 500	2 500	3 500
Mini-banner 140x175	15 900	8 900	8 900	2 500	1 800	2 500

## Specifikation [www.nyteknik.se](http://www.nyteknik.se)

### Weigh

Format:	Size:	Max weight:
Module	468x60	max 20 kb
Mini banner	140x175	max 15 kb
All other sizes		max 30 kb
<b>Newsletter:</b>	All	max 15 kb

- **OBS!** Animated banners do not work in Outlook 2007! For that reason we recommend static banners in GIF or JPG for the newsletters!
- There will be an extra surcharge of 15% for frequency capping.
- Higher weigh, please contact us.
- We are open for creative solutions.

### Formats

GIF and JPG are two different image formats that are supported by all web browsers. GIF images may be animated, but the number of colours available is limited. JPG images are always static, but they can contain thousands of colours and provide images of very high quality.

Most advertisements now are made using Flash, producing shockwave files. These have the advantage that they produce more attractive animations, and the weight of the "film" is lower

than for animated Gif advertisements. If you want to use a Flash advertisement, you must send a "Back-up-Gif" for those browsers that cannot display Flash advertisements.

Contact us for price information for heavier advertisements.

### Flashspecifikation

This is how you should write the code for clickTAG:

(Flash version 6 or higher):

```
on (release)
{
  getURL(_root.clickTAG, "_blank");
}
```

(Flash version 5 or lower):

```
on(release)
{
  getURL(clickTAG, "_blank");
}
```

### Copy dates

In order to be able to test the banners we need to have them at least three workingdays in advance. For creative banners it is eight days.

## Send digital material to: [traffic@talentum.se](mailto:traffic@talentum.se)

## Contacts

### International sales

**Charlotta Winther**

Tel: 08-796 64 33

[charlotta.winther@talentum.se](mailto:charlotta.winther@talentum.se)

### Advertising material

**Anna Esebring**, tel: 08-796 65 77

**Malin Alfredsson**, tel 08-796 66 43

E-post: [traffic@talentum.se](mailto:traffic@talentum.se)



## General Conditions for Advertising on Nyteknik.se

The following conditions are based on the current conditions published by The Swedish Newspaper Publishers' Association (Tidningsutgivarna) and by Swedish Magazine Publishers Association for advertising in electronic services and products.

### 1. Application and Definitions

1. These conditions are to apply for the purchase, sale and brokerage of advertisements in electronic services and products (referred to below as "service") unless otherwise agreed.
2. The term "advertiser" is used to denote a physical or judicial person who orders an advertisement on their own behalf, either themselves or through a broker.
3. The term "purchaser" is used to denote anyone who places an order for an advertisement, either as the advertiser itself or on behalf of an advertiser.
4. The term "third party advertising" is used to denote the retrieval for exposure of an advertisement from the advertising system of another party for display in a service that is owned by the company.

### 2. The Responsibilities of the Advertiser

1. It is the responsibility of the advertiser that the advertisement and any information to which it is linked, the contents of which are known to the advertiser, do not infringe upon copyright or any other intellectual property legislation. Furthermore, the advertiser is responsible for ensuring that the advertisement satisfies the requirements of, and does not contravene, the requirements that are placed by currently valid laws and extra-judicial regulations for marketing.
2. The advertisement is to contain information that makes it easy for the reader to identify the advertiser. If the advertiser is well-known, it is sufficient that the advertisement displays the trademark or company symbol of the advertising company.
3. The advertiser is to provide the company with complete and satisfactory advertising material as specified by the company's Technical Specifications.
4. The advertisement must be supplied to the company or its representative at least four working days before the agreed starting date for the advertising, or as otherwise specified in the conditions for delivery published by the company.

### 3. Right to Refuse Publication

The company has the right to refuse to publish an advertisement as specified in the legal responsibility in The Freedom of the Press Act and The Fundamental Law on Freedom of Expression.

### 4. Erroneous Publication or Failure to Appear

1. If an advertisement that has been ordered cannot be published as a result of actions of the purchaser or other provisions relating to the purchaser, the liability of the purchaser will be limited to the cost of the advertisement.
2. The company cannot be held responsible for errors in the advertising material that is provided by the purchaser or that arise during the transfer of such material.
3. The company cannot be held responsible for the failure of an advertisement to appear or errors in an advertisement if the reason for this are problems caused by the information transfer agent or conditions outside of the control of the company.
4. The company cannot be held responsible if an advertisement is placed at a location other than the one ordered if the reason for this is that the material has been submitted after the deadline for submission of material.
5. In the event of the company being responsible for an erroneous advertisement, the company's liability towards the purchaser is limited to the cost of the advertisement and solely for its publication in the company's service. An erroneous advertisement is taken to have been published also in the case in which the advertisement being published at another location than that ordered, and the erroneous publication of the advertisement on a day other than the day ordered.

#### 4.1 Underexposure and Overexposure

1. If underexposure – measured by the company's advertising system – of a purchased advertisement location occurs, compensation will only be paid if the delivery lies under 90% of the stipulated level.
2. If the delivery lies under 90% of the stipulated level, the advertiser

will primarily be compensated by an equal number of exposures and in association with the campaign being conducted.

3. Additional costs (such as additional personnel costs) during overexposure will not be compensated by the company.
4. In the event of an advertisement being delivered late, the advertiser cannot claim compensation for underexposure.
5. Disruption in supply as a result of external events that have resulted in the company being forced to reduce the amount of advertising on the site (the use of an emergency site) will be regulated as described in Section 4.1: 1-3.

### 5. Third Party Advertising

1. The company has the right when third party advertising is carried out to discontinue publication of the advertisement if the advertiser does not satisfy the requirements specified by Sections 2.1 and 2.2.
2. The advertiser can be held responsible and liable to pay compensation if the advertisement does not follow the requirements specified by Sections 2.1 and 2.2.
3. The advertiser will be held responsible and liable to pay compensation in the event of any damage to the sites caused by the use of third party systems.

### 6. Complaints

Complaint in the event of an error in the advertisement is to take place as soon as possible, and a maximum of three days after the publication of the advertisement. A complaint should be approved after the expiry of the time limit given if it has been lodged as soon as the purchaser can reasonably be expected to have become aware of the design of the advertisement. Complaints about invoicing must be lodged as soon as possible and a maximum of 14 days after the date of the invoice.

### 7. Cancellation

Cancellation must take place in writing and it must be sent to the company before the start of the campaign. Cancellation before the start of the campaign will be invoiced for 25% of the total value of the order. Advertisements that are cancelled later will be invoiced at the total value of the order.

### 8. Payment

The company has the right to request payment in advance. The advertiser is to pay as specified in the currently valid price list, or as specified in a separate contract or agreement. VAT and any other relevant taxes will be added to the invoice. The invoice will be addressed to the purchaser.

### 9. Ownership of Original Material

Advertising material that has been produced by the company and that has been paid for by the advertiser as specified in a detailed invoice is the property of the advertiser. Other advertising material that has been produced by the company is the property of the company. Material – such as sketches and drawings – prepared for the production of an offer are the property of the company unless otherwise agreed.

### 10. Grounds for Exemption

Conditions that constitute grounds for exemption, i.e. conditions that justify the release of one party from consequences arising from failing to meet the obligations under the contract, include new or changed legislation, labour conflict, blockade, fire, flood or major accident. A party who claims release from obligations must inform the other party of this without delay.