

Traffic statistics	week	month
Unique visitors (web browsers)	101 000	250 000
Visits per week	252 247	1 008 988
Page views per week	1 031 652	4 126 608

Source: Sifo media/Insight XE

Affarsvarlden.se is the leading business site for company managers, analysts, fund managers and private investors. Visitors are principal decision-makers with leading positions in their companies. They are located in cities and in large towns with more than 50,000 inhabitants; they are highly educated and well paid. Affarsvarlden.se offers them the latest stock quotations, the latest news, and high-quality analysis of companies and industries. Advertise on affarsvarlden.se.

Formats	Max. Format (Pixels)	CPM
Panorama	844x178	250 250
Skyscraper	200x600	190 190
MPU (first)	468x240	220 220
MPU (first)	468x180	190 190
MPU (first)	468x60/120	150 150
Sticky	250x360	250 250
Banner (stock listing)	768x90	150
News letter *	468x60	12 000:-/Week
	468x240	14 000:-/Week
	129x160	8 000:-/Week
Other formats		Price available on request

Geo targeting/Frequency capping +15% extra charge

The prices is based per week, in SEK and excluding tax./V.A.T.

More advertising information, please visit: www.affarsvarlden.se/annonsera

Please send your material to: traffic@talentum.se

Web

Panorama 844x178

Skyscraper 200x600

Sticky 250x360

Module 468x60<240

Newsletter

129x160

468x60

468x240

Daily newsletter
Delivered to 31 000 subscribers daily!



Formats	Max. format	Max.weight
Panorama	844x178	25 kb
Skyscraper	200x600	15 kb
Ruler	469x40	15kb
Module (first)	468x240	25 kb
	468x180	20 kb
	468x120	15 kb
Module (second)	468x240	20 kb
Sticky	250x360	20 kb
Banner, stock listings	768x90	20 kb
Newsletter*	468x60	15 kb
	468x240	30 kb
	129x160	15 kb

* Only GIF

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 shock-wave 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.



Contact information

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Specification for flash ad

Macromedia introduced Shockwave in 1995. With the use of the Macromedia Flash technology images and text can be combined and animated in a movie-like manner but also ads great depth of interactivity.

Flash-based online ads offer high levels of interactivity and make it possible to integrate forms where user-entered data can be centrally collected and processed. In the event that the user does not have the requisite version of Flash player a back-up GIF or JPEG ad can be displayed.

To make use of the features offered by the technology the user needs to have a version of the Flash Shockwave plug-in installed on their computer matching or greater than the version the ad was created in.

To avoid excessive CPU and graphics processing the Flash ad should not be created using a too high Frame per Second (FPS) rate than. Macromedia recommends a max of 15-18 FPS.

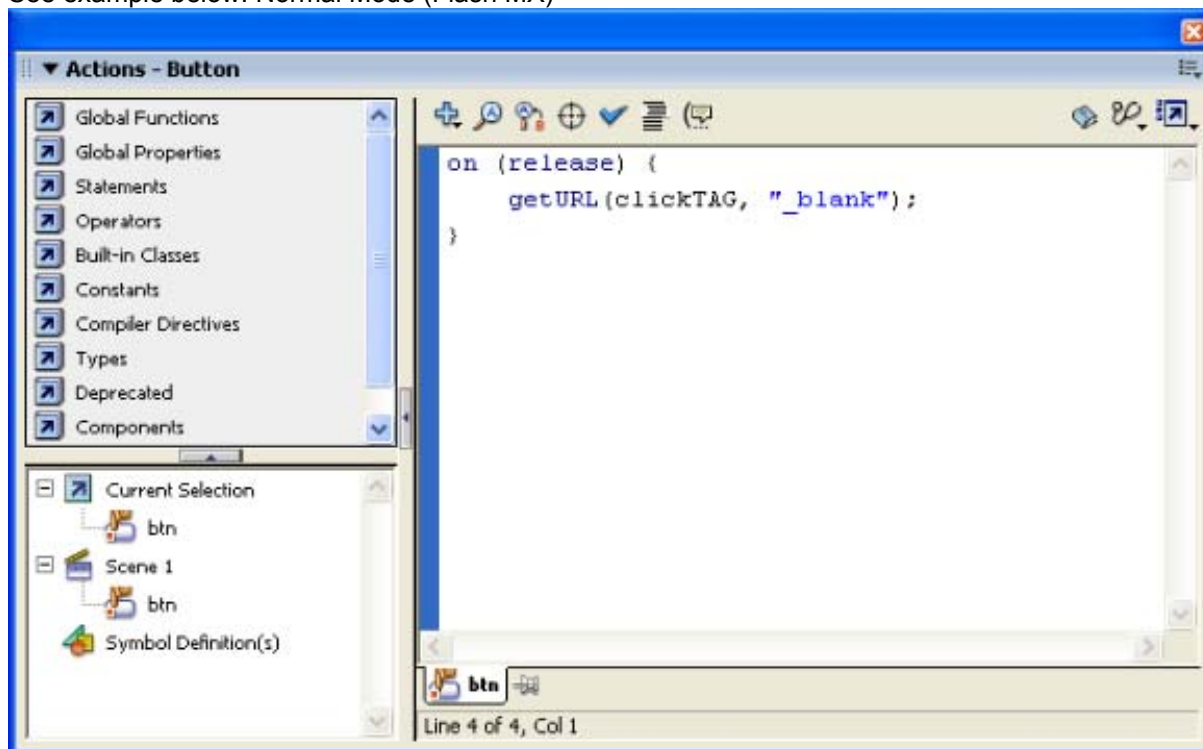
Flash ads should not contain backgrounds which are color via commands like <PARAM NAME=bgcolor VALUE=#ColorCode as this will be disregarded and show as transparent. Floating ads may contain transparent areas.

Passing on Click Events to the Adtoma AdVantage adserver

The Flash movie should be programmed as follows (Flash 4 and above) to ensure that clicks can be redirected and counted.

1. The click URL should be set as clickTAG structure to ensure compliance.
2. In "Normal Mode" the "Expression" checkbox next to the URL should be selected. In "Expert Mode", the expression clickTAG should be without citations.
3. Window should be "_blank".

See example below. Normal Mode (Flash MX)



Passing on Other ad interaction Events to the Adtoma AdVantage adserver

With Adtoma AdVantage we have the opportunity to register and act on other events than just clicks.

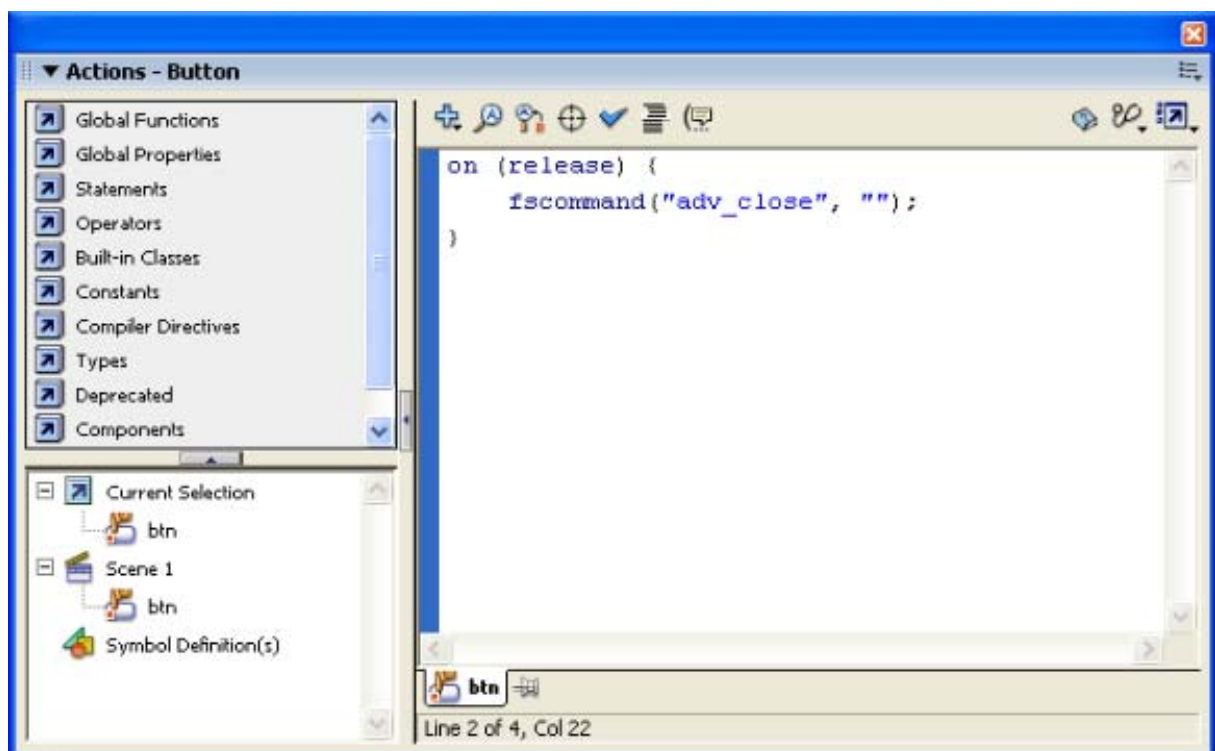
To do this, the Flash movie should be programmed as per below (Flash 4 or higher) in order that these events are recorded correctly. Place the appropriate fsccommand in the Flash movie where you wish to record or act on the event.

```
fsccommand ("adv_[EVENT_NAME]");
```

Play	FSCcommand = adv_ad_play
Stop	FSCcommand = adv_stop
Replay	FSCcommand = adv_replay
End Play	FSCcommand = adv_end
Mouse Out	FSCcommand = adv_out
Mouse Over	FSCcommand = adv_over
Ad Close	FSCcommand = adv_close
Other1	FSCcommand = adv_other1
Other2	FSCcommand = adv_other2
Other3	FSCcommand = adv_other3
Other4	FSCcommand = adv_other4
Other5	FSCcommand = adv_other5

```
Example: on (release) {  
    fsccommand ("adv_ad_play");  
}
```

The measurement points can either just count events (e.g. Play, Stop, etc) or be used as a redirect to a URL. This can for example be used to manage multiple click links within the ad by using the fsccommand ("adv_other1"); etc. where the click URL is entered into AdVantage.



More information can be found on <http://www.macromedia.com/>

General Conditions for Advertising on affarsvarlden.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.