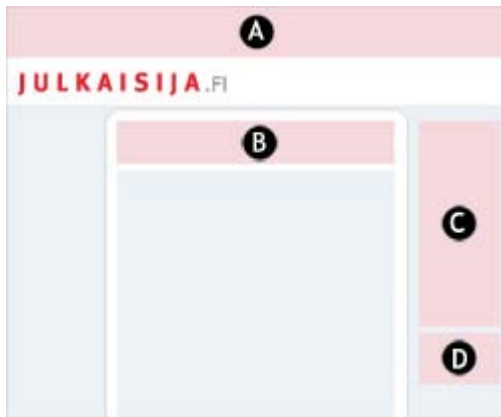


## Web advertising 2012

**Julkaisija.fi** Web advertising is a fast and efficient way of reaching the potential buyers within the graphic industry. The advertisements are sold based on time and the sizes are shown below:



### Advertising rates

Advertisement type	Size	Price/week	Price/month
A Leaderboard	860 x 90 pixels	280 €	950 €
B Banner	468 x 60 pixels	250 €	850 €
C Billboard	140 x 350 pixels	220 €	750 €
D Button	140 x 60 pixels	150 €	500 €

The prices are VAT 0 %.

#### Material requirements:

File formats: gif, jpeg, png or swf (with html and js files).  
Size in kilobytes max 60 kb.

E-mail materials to: [aineisto@julkaisija.fi](mailto:aineisto@julkaisija.fi)

#### Deadline for materials:

3 working days before the start of the campaign.

#### Cancellations:

Advertisements must be cancelled at least four weeks before the start of the campaign.

#### Ad reservations:

Seppo Lehtonen  
GSM +358 400 421 052  
[seppo.lehtonen@julkaisija.fi](mailto:seppo.lehtonen@julkaisija.fi)