

# 2012

LÆS  
AVIS



KØB AVISEN | ABONNEMENT | POLITIKEN PLUS | POLITIKEN BILLET | ANNONCER | WEEKLY | OM POLITIKEN | PRIVACY POLICY

TORS DAG 29. DEC **SENESTE NYT: KIM LARSENS 'KVINDE MIN' ER DØD**



## Barn ikke spændt fast

Klip + KR. **2000**

  
RÅDET FOR  
SIKKER TRAFIK

## POLITIKEN.DK

KØBENHAVN LIGE NU: 5°  
• Vejret næste 10 døgn  
• Vejret i andre byer



TIP OS > FÅ POLITIKEN.DK SOM STARTSIDE

Skriv dit søgeord

SØG

NYHEDER | KULTUR | SPORT | DEBAT | IBYEN | TJEK | TUREN GÅR TIL | POLITIKEN TV | FOTO | BLOGS | NEWS | BAGSIDEN | HELT NORMALT

**KULTUR** | Film | Musik | Bøger | Scenekunst | Kunst | Anmeldelser | Medier | Politikens anmeldere



**Hvad fik du i julegave?:**  
Kan du slå pæresnaps i  
pyntehelikopter?



**Yndlingskringle:** Søren  
Ryge er årets mest læste  
historie



**Klik-Klik:** Slumrende  
kuglestøder blev årets mest  
sete tv-klip



**PLUS:**  
Stendig Kalender Pluspris  
420 kr.

MEDIER 29. DEC. KL. 12.00



## Bankrøver og brystbombe kæmper for en plads i realityshow

Kanal 5 caster deltagere til alle  
tidens mest omdiskuterede  
reality-tv, 'Big Brother'.

Annoncer



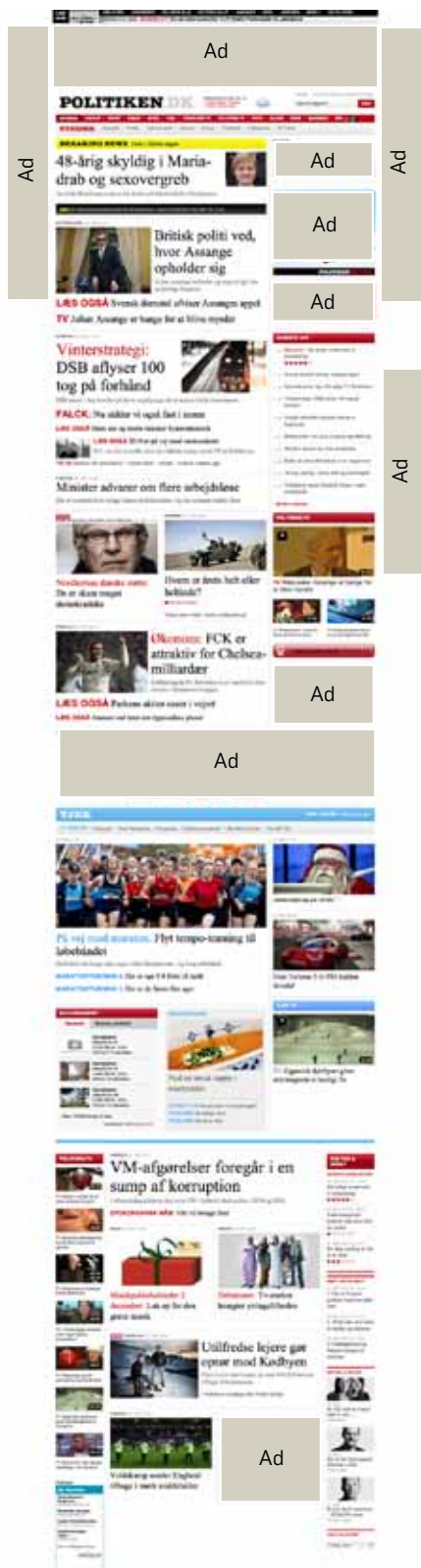
# POLITIKEN ONLINE MEDIAPACK

**POLITIKEN**

# Politiken.dk - Online Advertisement 2012

All prices are exclusive VAT - Valid from 01.01.2012 - Page 2/8

## Prices and standard formats for online advertisement on Politiken.dk



Type	Format	Placement	Price/24 hours
	960 x 180 + 2 units 140 x 600*	Front page	DKK. 50,000
	960 x 180 + 2 units 140 x 600*	Denmark + International	DKK. 30,000
	960 x 180 + 2 units 140 x 600*	Sports	DKK. 15,000
	960 x 180 + 2 units 140 x 600*	Culture	DKK. 15,000
	930 x 600	Front page	DKK. 30,000
	300 x 250**	Front page	DKK. 30,000
	300 x 250**	Denmark + International	DKK. 20,000
	300 x 250**	Sports	DKK. 10,000
	300 x 250**	Culture	DKK. 10,000
	140 x 600**	Front page	DKK. 30,000

\* Expandable 960 x 180 is charged an additional charge as agreed.  
\*\* Expandable 300 x 250 is charged an additional charge as agreed.

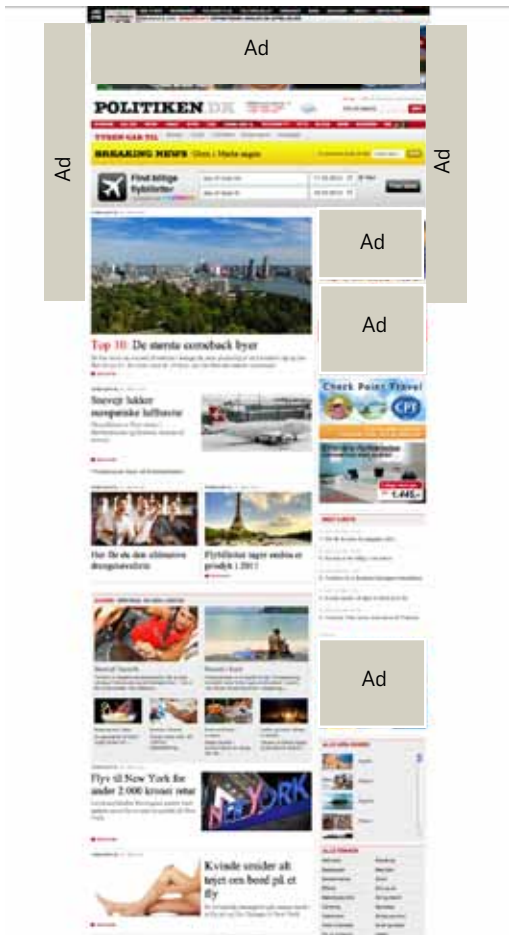
Type	Format	Placement	Price (CPM)
	930 x 180	Pol.dk	DKK. 100
	300 x 250	Pol.dk/ Start page	DKK. 60
	300 x 250	Pol.dk	DKK. 40
	930 x 180 + 300 x 250	Pol.dk/ Start page	DKK. 80
	930 x 180 + 300 x 250	Pol.dk	DKK. 70
	140 x 600	pol.dk	DKK. 80

**POLITIKEN**

# tgt.dk - Online Advertisement 2012

All prices are exclusive VAT - Valid from 01.01.2012 - Page 3/8

## Prices and standard formats for online advertisement on tgt.dk



Type	Format	Placement	Price/24 hours
Top take over	960 x 180 + 2 units 140 x 600*	Horizontal take over	DKK. 15,000

\* Expandable 960 x 180 is charged an additional charge as agreed.

Type	Format	Placement	Price (CPM)
Run of site	930 x 180	tgt.dk	DKK. 150
Run of site	300 x 250	tgt.dk	DKK. 100
Run of site	930 x 180 + 300 x 250	tgt.dk	DKK. 125

**POLITIKEN**

# Ibyen.dk - Online Advertisement 2012

All prices are exclusive VAT - Valid from 01.01.2012 - Page 4/8

## Prices and standard formats for online advertisement on Ibyen.dk



Type	Format	Placement	Price/24 hours
Top	960 x 180 +	Horisontal	DKK. 15,000
Take over	2 units 140 x 600*	take over	

\* Expandable 960 x 180 is charged an additional charge as agreed.

Type	Format	Placement	Price (CPM)
Run of site	930 x 180	Ibyen.dk	DKK. 150
Run of site	300 x 250	Ibyen.dk	DKK. 100
Run of site	930 x 180 + 300 x 250	Ibyen.dk	DKK. 125
Run of site	140 x 600	Ibyen.dk	DKK. 110

# Tjek.dk - Online Advertisement 2012

All prices are exclusive VAT - Valid from 01.01.2012 - Page 5/8

## Prices and standard formats for online advertisement on Tjek.dk



Type	Format	Placement	Price (CPM)
Run of site	930 x 180	Tjek.dk	Dkk. 100
Run of site	300 x 250	Tjek.dk	DKK. 60
Run of site	300 x 250	Tjek.dk/ Start page	DKK. 80
Run of site	930 x 180 + 300 x 250	Tjek.dk	DKK. 90
Run of site	140 x 600	Tjek.dk	DKK. 90

**POLITIKEN**

# Politiken Online Mediapack 2012

All prices without VAT - 01.01.2012 - Page 6/8

## ■ Guidelines and Conditions

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These general trading terms apply to internet advertising on

Politiken's websites: Politiken.dk, iBYEN.dk, TJEK.dk, and tgt.dk

## ■ Entering into an Agreement

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Advertising offers are given on the basis of the applicable price list at any time. An offer given by

Politiken is valid for 5 working days from the offer being sent.

## ■ Insertion of Banner Advertising

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The order form must at least contain the following information: Agency order number, name and address of the advertiser, date of

the campaign start, agency number, invoice amount (exclusive of VAT), and the product agreed upon.

## ■ Delivery of Material

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The advertising material must be delivered as specified on the order form at least 4 working days from the start of the campaign. If the material is not in accordance with the specified format, it rests with the

advertiser to have it adjusted and ready for the start of the campaign. Politiken does not reimburse the advertiser if corrections in the material are not ready for the start of the campaign.

Politiken is not responsible for errors in advertisements that are not in accordance with the order form.

## ■ Conditions of Payment

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Politiken issues invoices for advertising from the first campaign day. Punctual payment is 14 days from the invoice date. For delayed payment a reminder

charge is issued of DKK 100. If the payment is not paid after 2 reminders have been sent out, the outstanding debt is sent for debt collection.

## ■ Postponement and Changes to Campaigns

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Politiken reserves the right to postpone or change the execution of a given campaign. With postponement the advertiser has a claim to a subsequent delivery of the advertisement. Terms for a subsequent

delivery are agreed individually with the advertiser, but as a starting point the advertiser must have a fee of the same value as the originally agreed fee. Politiken withholds the right to

reposition a campaign, if the conditions necessitate it. If so the price is calculated on the basis of the new placement.

**POLITIKEN**

# Politiken Online Mediapack 2012

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## ■ Cancellation of Campaigns

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If a campaign is cancelled 14 days before the start of the campaign Politiken compensates 50 % of the campaign in total.

If a campaign is cancelled between

14 days and the start of the campaign, Politiken compensates 75 % of the campaign in total.

If a campaign is cancelled when it is underway, Politiken does not

return the remaining amount. The customer can in rare instances have the chance to settle the equivalent remaining exposures at a later date.

## ■ Compensation

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Compensation is given at any time in accordance with the present agreement between DRRB (Danish Advertising and Public Relations

Sector Association) and FDIM (The Association of Danish Internet Medias).

## ■ Annual Contract Discount

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150,000 - 449,999	4 %
450,000 - 699,999	8 %
700,000 - 999,999	10 %
1,000,000 - 1,999,999	13 %
2,000,000 - 2,999,999	16 %
3,000,000 -	Negotiated individually

## ■ Other

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The advertiser must assure Politiken that the advertiser's advertisement which is placed on Politiken's websites is not contrary to current Danish law.

Furthermore, the advertiser vouches that the advertisement

does not contain links or in any other way refer to material which is contrary to current Danish law. Any demand Politiken might be presented with on the basis of advertising, will be raised against the advertiser, so that Politiken

is indemnified.

Any disputes in connection with advertisements on Politiken's websites are decided by a Danish court.

**POLITIKEN**

# Politiken Online Mediapack 2012

All prices without VAT - 01.01.2012 - Page 8/8

## Online advertisements – Banner specifications for Politiken.dk

Media	Banner	Size	KB gif	KB Flash	Max. loops in 45 sec.	Max. fps*	Clicktag
Pol.dk, iByen.dk, Tjek.dk & TGT.dk	Top	930 x 180 pixel, 960 x 180 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
Pol.dk	Monster	930 x 600 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
Pol.dk, iByen.dk, Tjek.dk & TGT.dk	Article	300 x 250 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
Pol.dk, iByen.dk, Tjek.dk & TGT.dk	Top + right angle	Top: from 930 to 960 x 180 pixel Right angle: from 70 to 300 x 600 pixel TGT.dk / right angle: from 70 to 140 pixel x 600 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
Pol.dk, iByen.dk & Tjek.dk	HU "Hanging U" (Top + left & right)	Top: 960 x 180 pixel Left angle from 70 to 140 pixel x 600 pixel Right angle: from 70 to 300 pixel x 600 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
Pol.dk, iByen.dk & Tjek.dk	Expand	From 930 til 960 x 180 pixel (max. 600)	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
Pol.dk, iByen.dk, Tjek.dk & TGT.dk	Wallpaper	100 x 100 pixel	Must be gif or jpg max. 100 KB		5	25	on(release){ getURL(clickTAG, "_blank");}
iByen.dk	Stamp	140 x 90 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}
iByen.dk	Sky banner	140 x 350 pixel	40	60	5	25	on(release){ getURL(clickTAG, "_blank");}

\*(fps; Frames per second)

\*(fps; Frames per second)

## Text-links - Banner specifications

Medie	Banner	Color	Attach
Tjek.dk & iByen.dk	Max. 140 characters in text	#000000	Link-URL

**POLITIKEN**