

## ADVERTISING OPTIONS ON greenpages.spectator.sk

### Basic stats

Average views per month: 50,000  
Average unique IP addresses per month: 20,000

Advertising Options			
<b>Leaderboard</b>	under heading	728 x 90 px	CPT: € 20
<b>Side banner</b>	under heading	220 x 90 px	CPT: € 7
<b>Left square banner</b>	on left sidebar above the Alphabetical list of categories	200 x 200 px	CPT: € 16
<b>Right square banner</b>	on right sidebar under Our Services	125 x 125 px	CPT: € 10
<b>Category left square banner</b>	on left sidebar above the Alphabetical list of categories in selected category	200 x 200 px	CPT: € 20
<b>Category right square banner</b>	on right sidebar under Our Services in selected category	125 x 125 px	CPT: € 12
<b>Splash*</b>	over the text upon entering website	max. 500 x 200 px	CPT: € 55
The active listing on greenpages.spectator.sk			
The active listing of the company in English and Slovak versions on the website greenpages.spectator.sk includes: - Active logo of the company - Hyperlink to the company's homepage - Short description of the company (max. 600 characters including spaces)			€ 150**
The active listing provides the company a privileged position at the beginning of a relevant category - in alphabetical order among the companies purchasing the active listing.			

\* one exposure a day and max. 5 exposures overall to each website visitor

CPT = cost per thousand impressions

\*\* the price for 365 days starting on the activation date



The minimum order after discount should be € 40 not including VAT.  
Fee for cancelling an order less than 8 days before publishing: 100% of the value of the ad.  
All prices, not including Value-Added Tax, valid as of August 1, 2011.

### Campaign discount

Leaderboard, Side banner, Splash, Left & Right square banner	Discount
Number of views	
30,000 - 60,000	40%
60,000 - 90,000	50%
90,000 - 120,000	60%

Active listing, Category left & Category right square banner	Discount
Number of categories in which are services active	
2 categories	5%
3-4 categories	10%
5 and more categories	15%

### Volume discount

€ 650 - 1,000	10%
€ 1,000 - 1,400	12.5%
€ 1,400 - 2,000	15%
€ 2,000 - 2,700	17.5%
€ 2,700 and more	20%

Discounts cannot be combined.

### Required materials

**Required logo format:** Pdf, GIF, (text must be converted with outlines) JPG or PNG. Maximum logo size: 220x80px (w x h)

**Required banner format:** GIF, JPG, PNG or SWF file sent electronically to The Slovak Spectator.

#### Important notice (flash banners):

When creating a Flash banner with Flash 8 and 9, please be sure to include a transparent button that takes clickTAG as an argument, using the code below:

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

If you are using Flash 4, 5, 6 or 7, or if you need more detailed instructions, please go to <http://flashclicktag.com/>