

ADVERTISING IN EKSTRA BLADET
DENMARK'S NATIONAL NEWSPAPER

Ratecard January 2010

**Ekstra
Bladet**

DISPLAY ADVERTISING

Colours

No. of colours	Up till 730 mm ads	731 mm ads and bigger
1 extra	5,750	11,500
4 colours	11,500	23,000

Discounts

When running the same ad more than once within 7 or 14 days, the advertiser obtain a discount. The ads have to be ordered at the same time, and later modifications are not possible.

	Within 7 days
1. ad	0 %
2. ad	25 %
3. and following ads	50 %

	Within 14 days
1. ad	0 %
2. ad	25 %
3. ad	50 %
4. ad	75 %

The Extra bang with GRP guarantee

Discount	Running period
8 insertions for the price of 5	4 weeks
6 insertions for the price of 4	3 weeks
4 insertions for the price of 3	2 weeks

Minimum size 1000 mm or colour. All ads must refer to the same brand/product/service and have to be inserted on different days. The discount (incl. guarantee) is achieved as free ads.

New Business Discount

To advertisers who have not had insertions in Ekstra Bladet within the last 24 or 36 month we offer an extraordinary campaign discount within a predefined period of time.

Inserts

Loose inserts can be carried in Ekstra Bladet. Either in the total circulation or in a part thereof. Minimum size is 145 x 210 mm and maximum size is 280 x 390 mm. All prices are valid for inserts up to a maximum of 100 g.

	Price per insert
Total circulation - all of Denmark	130,000
East Denmark (Sealand incl. Copenhagen)	105,000
Vest Denmark (Jutland and Funen)	50,000

For further information about print run etc. and booking contact Ekstra Bladet Advertising Department.

All prices are in DKK ex. vat.

CLASSIFIED ADVERTISING

Colours

	mm rate per column
Travel	24.00
Other	26.00

Colours (classified)

No. of colours	Colourfee per mm
1 extra	7.00
4 colours	11.00

Discount (classified only)

When running the same ad more than once, the advertiser obtain a discount. The ads have to be ordered at the same time, and later modifications are not possible.

Advertisements	Discount
1. ad	0 %
2. ad	10 %
3. and following ads	20 %

GENERAL INFORMATION

Deadlines

Black & white: In the morning one workday before the day of insertion.
Colour: In the morning two workdays before the day of insertion.

Technical data

4 colours

Copy area: 266 x 365 mm (Width x Height).
Mechanical data: Film negatives, wrong reading, offset printing, screen 34 maximum 40 lines.

Proof requirements: Supply proofs of 2 copies on newspaper quality.

Black & white or black + 1 colour

Copy area: 266 x 365 mm (Width x Height).
D.P.S. (two facing bromides): 273 x 365 mm.
Mechanical data: Bromides, screen 34.

Electronic copy

Copy may be delivered as a PDF file on a cd-rom or electronically via ta@eb.dk or via www.medienet.net, or as an ADS file sent on a cd-rom or electronically via ta@eb.dk. Files received electronically must be made in accordance with trade standards in the ordered sizes (no space around ads).

Forwarding of camera-ready copy

Finished copy must be received on paper or film.

Please note that spot colour advertisements must be CMYK separated. Otherwise please check out the current guidelines for delivery of copy and further technical specifications on www.pressenshus.dk / www.kankanikke.dk.

Copy area

Columns	Width
1	41 mm
2	86 mm
3	131 mm
4	176 mm
5	221 mm
6	266 mm
12	544 mm

DISPLAY ADVERTISING RATES

Ekstra Bladet has 23 standard Ad Sizes

Size Total mm x height	Columns x height	Basic rate	Preferred position	Page 3
200	2 x 100	5,580	6,975	-
300	3 x 100	8,370	10,463	-
300	2 x 150	8,370	10,463	-
365	1 x 365	10,184	12,729	-
400	2 x 200	11,160	13,950	-
400	4 x 100	11,160	13,950	-
450	3 x 150	12,555	15,694	-
500	2 x 250	13,950	17,438	-
600	3 x 200	16,740	20,925	-
600	4 x 150	16,740	20,925	-
600	6 x 100	16,740	20,925	-
730	2 x 365	20,367	25,459	-
750	3 x 250	20,925	26,156	-
800	4 x 200	22,320	27,900	-
900	6 x 150	25,110	31,388	-
1000	4 x 250	27,200	34,000	40,800
1080	6 x 180	29,370	36,713	44,055
1095	3 x 365	29,480	36,850	44,220
1200	6 x 200	31,970	39,963	47,955
1460	4 x 365	38,490	48,113	57,735
1500	6 x 250	39,120	48,900	58,680
2190	6 x 365	50,250	62,813	75,375

DISPLAY ADVERTISEMENTS, STANDARD SIZES

6 columns	5 columns	4 columns	3 columns	2 columns	1 column
2190/6/365		1460/4/365	1095/3/365	730/2/365	365/1/365
1500/6/250		1000/4/250	750/3/250	500/2/250	
1200/6/200		800/4/200	600/3/200	400/2/200	
900/6/150		600/4/150	450/3/150	300/2/150	
600/6/100		400/4/100	300/3/100	200/2/100	
				150/2/75	
Columns width in mm					
266	221	176	131	86	41

**Ekstra
Bladet**

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