

auto24 online advertising

Desktop

Banner name	Dimensions (px)	Weight	Impressions	Price (CPM)
Header	1000x200	100kB, video weight 3MB	740 000 (est/rus)	9 EUR
	1000x300		740 000 (est/rus)	12 EUR
	1000x400		740 000 (est/rus)	14 EUR

Content banner auto24.ee	740x250	100kB, video weight 3MB	740 000 (est/rus)	12 EUR
Content banner mototehnika.ee	640x200		1 700 (est/rus)	12 EUR
Content banner rasketehnika.ee	640x200		1 300 (est/rus)	12 EUR
Content banner veetehnika.ee	640x200		600 (est/rus)	12 EUR

Tower	140x400	80kB, video weight 2MB	220 000 (est/rus)	2 EUR
	250x250		220 000 (est/rus)	2 EUR
	250x500		220 000 (est/rus)	2 EUR

Newsbanner	Dimensions (px)	Weight	Impressions per month	Monthly discount price
Frontpage, news and forum	140x70	10 kB	1200 000 (est/rus)	540 EUR
Lists of new and used cars			6 000 000 (est/rus)	1140 EUR
Kaubad ja varuosad			350 000 (est/rus)	300 EUR
mototehnika.ee			300 000 (est/rus)	180 EUR
rasketehnika.ee			230 000 (est/rus)	180 EUR
veetehnika.ee			120 000 (est/rus)	180 EUR

Mobile

Banner name	Dimensions (px)	Weight	Impressions	Price (CPM)
Content banner	600x500	80 kB	310 000 (est/rus)	12 EUR

Environment targeting – Free

Publication day targeting – Free

Repetition limit (session) – Free

Minimum repetition limit: 3x a day per user

Repetition limit (unique) – plus 20% to the basic price

Brand or price targeting – from 50%, added to the base price

Preparation of advertisements from 50 €, plus an hourly fee of 30 € from the second working hour

Minimum CPM order 200,000 impressions.

VAT will be added to prices.