

■ Media Information 2012

Newspaper

Inserts

Pleasure Magazines

Business Magazines

Børsen online

■ How do you make a success out of a success?

The story of Børsen is a story of a newspaper with almost unprecedented growth.

Regardless, we decided to change our strategy in 2011. Instead of being acquisition driven and focusing on circulation, we initiated a number of directives to promote Børsen that was driven by loyalty, with the focus on the bottom line.

The rationale behind this can be boiled down to two words: Without doubt.

Without doubt the leading businesses channel. Without doubt offering the most for the customers. And without doubt the most valuable readers.

Offering the most for the customers

This is not a strategy without consequences. If one wishes to increase revenue, one must offer more. Therefore, we started out by producing a better newspaper for the business community. The whole of the business community.

A newspaper with more edge, filling more space in the political landscape, and many fresh minds to fill that space.

Afterwards, we decided to discontinue freeloader and circulation giveaways and focus instead on our revenue generating customers through a number of exclusive offers and services.

And yes, circulation has fallen. To a healthy level, where the share of paid readership is markedly larger than previously.

Part of the exercise was in fact to focus on the value of our readership, instead of just focusing on the numbers alone.

There are readers.

And there are valuable readers.

Børsen's readers are contemporary people, who are looking for content and enrichment – both personally and professionally. Among our readers you will find more decision makers and individuals responsible for purchasing than in any other media. Their earnings are higher than the rest of the Danish population. They keep abreast of developments more than others – regardless of where they are, they have a higher tendency to try new things and products before others, they love designer brands, and are more than willing to spend money on them.

For readers Børsen is a tool that is there for them. On their terms and conditions, using the platforms that they have chosen. Subsequently, advertisers will benefit from the synergy created by the interplay between Børsen's many different media.

There are numbers, charts, and analyses that both emphasize and go into depth.

I can tell you right now that if you wish to connect with Denmark's most valuable readers, your tool is Børsen. Without doubt.



Kind Regards
Børsen A/S

A handwritten signature in black ink, appearing to read 'Allan Hansen'. The signature is fluid and cursive, written over a light background.

Allan Hansen
Commercial Director

6 columns	5 columns	4 columns	3 columns	2 columns	1 column	mm
6x365 = 2190 mm 77.197,50 89.242,50		4x365 = 1460 mm 51.465,00 59.495,00	3x365 = 1095 mm 38.598,75 44.621,25	2x365 = 730 mm 25.732,50 29.747,50	1x365 = 365 mm 12.866,25 14.873,75	365
						300
6x250 = 1500 mm 52.875,00 61.125,00		4x250 = 1000 mm 35.250,00 40.750,00	3x250 = 750 mm 26.437,50 30.562,50	2x250 = 500 mm 17.625,00 20.375,00	1x250 = 250 mm 8.812,50 10.187,50	250
6x200 = 1200 mm 42.300,00 48.900,00		4x200 = 800 mm 28.200,00 32.600,00	3x200 = 600 mm 21.150,00 24.450,00	2x200 = 400 mm 14.100,00 16.300,00	1x200 = 200 mm 7.050,00 8.150,00	200
6x175 = 1050 mm 37.012,50 42.787,50	5x175 = 875 mm 30.843,75 35.656,25	4x175 = 700 mm 24.675,00 28.525,00	3x175 = 525 mm 18.506,25 21.393,75	2x175 = 350 mm 12.337,50 14.262,50	1x175 = 175 mm 7.131,25 7.131,25	175
6x150 = 900 mm 31.725,00 36.675,00	5x150 = 750 mm 26.437,50 30.562,50	4x150 = 600 mm 21.150,00 24.450,00	3x150 = 450 mm 15.862,50 18.337,50	2x150 = 300 mm 10.575,00 12.225,00	1x150 = 150 mm 5.287,50 6.112,50	150
6x125 = 750 mm 26.437,50 30.562,50	5x125 = 625 mm 22.031,25 25.468,75	4x125 = 500 mm 17.625,00 20.375,00	3x125 = 375 mm 13.218,75 15.281,25	2x125 = 250 mm 8.812,50 10.187,50	1x125 = 125 mm 4.406,25 5.093,75	125
6x100 = 600 mm 21.150,00 24.450,00	5x100 = 500 mm 17.625,00 20.375,00	4x100 = 400 mm 14.100,00 16.300,00	3x100 = 300 mm 10.575,00 12.225,00	2x100 = 200 mm 7.050,00 8.150,00	1x100 = 100 mm 3.525,00 4.075,00	100
6x75 = 450 mm 15.862,50 18.337,50	5x75 = 375 mm 13.218,75 15.281,25	4x75 = 300 mm 10.575,00 12.225,00	3x75 = 225 mm 7.931,25 9.168,75	2x75 = 150 mm 5.287,50 6.112,50	1x75 = 75 mm 2.643,75 3.056,25	75
6x50 = 300 mm 10.575,00 12.225,00	5x50 = 250 mm 8.812,50 10.187,50	4x50 = 200 mm 7.050,00 8.150,00	3x50 = 150 mm 5.287,50 6.112,50	2x50 = 100 mm 3.525,00 4.075,00	1x50 = 50 mm 1.762,50 2.037,50	50
				2x25 = 50 mm 1.762,50 2.037,50	1x25 = 25 mm 881,25 1.018,75	25
266 mm	221 mm	176 mm	131 mm	86 mm	41 mm	

The small print

Terms of Payment

Each advertisement is calculated based on current rates on publication date. Payment is always cash net.

General Terms and Conditions

Børsen is not responsible for errors in advertisements run as per advertiser's instructions.

Likewise for material received from other publications. For print errors, incorrect sizing, prices and times etc., which the advertiser or bureau do not bear responsibility, price reductions may be offered based on Børsen's own assessment of the reduction (if any) of the ad's value.

To the extent that Børsen bears responsibility for errors in ads, Børsen may offer a reduction up to but not exceeding the ad's price. This covers ads run in Børsen only.

Børsen will not be held liable for payment of compensation for errors, lateness, or missed deadlines for advertisements, or for the consequences of such.

Børsen is not obligated to run an advertisement, even though it has been

received and/or confirmed as such by Børsen.

Børsen reserves the right to bring forward or postpone advertisements and cannot be held liable for any consequences thereof.

Børsen will exchange advertising material at the customer's cost, but cannot be held liable for errors in delivered advertising material or errors in received material.

Complaints regarding errors in indented advertisements should be made ongoing and be delivered to Børsen no later than 5 days after the advertiser's publication.

Should an advertisement be published several times with the same error without Børsen being notified of said error, any compensation payable will be calculated based on the first publication only.

Børsen reserves the right to reject advertisements that are in conflict with Børsen's own interests or current provisions of law or which in Børsen's judgement can be confused with editorial content.

In the classified section, advertisements are only accepted if they are con-

sidered to naturally belong under the given headings.

Børsen will not be held liable for publication of unlawful advertisements.

Advertising orders upon which conditions are attached regarding text mentions will be rejected.

Complaints regarding billing have to be made within one month. With the first payment reminder a charge of DKK 100 will be made.

Børsen cannot be held liable for possible errors with material which is not delivered to agreed deadlines.

For material that is delivered late or cancellation of orders after deadline customer will be invoiced 50% of the relevant advertisement price.

For placement in the 1st section there is a cancellation deadline a week before cancellation day.

Front page, back page, and section packages have a termination notice period of one month.

With late notification of termination customers will be invoiced 50% of the relevant amount.

We are not responsible for printing or typographical errors and reserve the right to correct prices.

All prices are exclusive VAT.

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Newspaper ads

Advertisement prices Newspaper

All prices shown here are excl. VAT.

Text page ads	mm-price
Monday - Thursday	DKK 35.25
Friday	DKK 40.75
Retail Trade *	mm-price
Monday - Thursday	DKK 23.75
Friday	DKK 27.75

* Retail Trade with wine, spirits, radio, TV, apparel, home furniture, watches and jewellery.

Colour supplements, text pages/job

Black + one colour DKK 4,900.00
 Black + multiple colours DKK 15,000.00
 DP colours should be defined as CMYK.

Conversion of Material

A handling charge of DKK 75 will be made against all advertising material delivered not ready to print as defined

by Børsen's applicable material specifications. See material specifications at: borsen.dk/annonceteknik

Classified ads	mm-price
Job ads*	DKK 41.00
Job wanted	DKK 15.00
People – or Company profile**	DKK 40.50
Official/accounts/Business contacts/courses**	DKK 32.00
Culture/vacation/food & wine	DKK 19.50
TV-channels	DKK 19.00
Exclusive properties***	DKK 18.50
Commercial properties ***	DKK 18.50
Exclusive cars/boats***	DKK 18.50
Cars in class of their own (pr. modul)	DKK 670.00
Double module	DKK 1,030.00

* Showing of jobs on Stepstone and karrierejob.dk is an additional DKK 5,490.00/Month (net).

** Colour supplement pricing dependant on format. Price DKK 6.00 pr. mm., Minimum charge DKK 2,500.00 – Maximum charge DKK 12,000.00.

*** Colour supplement: DKK 2,500.00.

For a number of classified areas colour supplements can be bought at reduced rates. Quotes available on request.
 Job: With purchase of additional ads within the first week a 50% discount will be offered - thereby guaranteeing the ad's effect.

Ticket tag charge: DKK 200.00.

Small formats – Well placed

The ad placements below are sold in packages with several insertions.

Locations incl. 4 colours	Format	Unit Price
1. section		
Front Page (S)	6x35 mm	DKK 16,000.00
Backpage	3x75 mm	DKK 9,300.00
Backpage	6x75 mm	DKK 16,000.00
Market Prices (only tue.-fri., mon. only online)		
'Market Barometer' (S)	3x50 mm	DKK 8,000.00
Danish Equities (S)	4x75 mm	DKK 10,300.00
2. Section		
Top ads	2x50 mm	DKK 5,400.00
Front Page	2x75 mm	DKK 8,800.00
Front Page (S)	6x75 mm	DKK 23,700.00
Backpage	3x75 mm	DKK 7,200.00
Backpage (S)	6x75 mm	DKK 13,000.00
Executive		
Page 2, 4, 5, 6, 7 and 8	2x75 mm	DKK 6,700.00
Page 3 (S)	2x75 mm	DKK 8,200.00
Weekend		
Front Page	2x75 mm	DKK 8,800.00
Front Page	4x75 mm	DKK 18,100.00
Front Page	6x75 mm	DKK 27,000.00
Back Page (1/1 page)	See text page price	
Residential Property		
Front Page	2x75 mm	DKK 8,800.00
Front Page	4x75 mm	DKK 18,100.00
Front Page	6x75 mm	DKK 27,000.00

(S) Individual Placement per page.

With purchase of of front page packages, there is a 3 month cancellation period.

Analysis

With order of either pre or post test:

Price for 500 interviews..... DKK 15,000.00
 Price for 1000 interviews..... DKK 20,000.00

With order of either pre or post test:

Price for 500 interviews DKK 25,000.00
 Price for 1000 interviewsDKK 35,000.00

Placement Charge

Demand is high for placement of ads in the front section of newspaper; therefore a premium is added over and above regular ad rates for these. Premium is calculated using the ad's base price - plus any additional weekday charges. Additional charges cover all sections, but any additional charges for colour are not factored in.

Page 3 + 40% Minimum Format..... 1.000 mm
 Page 5 + 35% Minimum Format..... 1.000 mm
 Page 9 + 25% Minimum Format..... 1.000 mm
 Page 11 + 25% Minimum Format..... 1.000 mm
 Page 13 + 25% Minimum Format..... 1.000 mm

Other right-hand pages, the second specific location, and the center spreads are charged 20% extra.

Cancellation of placements on pages 3-5 within one week of publication will be invoiced at 50% of ad's price.

Give your message extra attention

With a detachable Memolabel on the front page of Børsen's 2. section, you have the possibility of giving your message extra attention.

Memolabel can be printed on both pages, and creativity wise the sky is the limit.

It can be punched out in various shapes, a fridge magnet perhaps, possibly a scratch card, or perfumed scratch and sniff card. The possibilities are endless.

More info is available on borsen.dk/memolabel, or request a quote by calling: +45 72 42 33 20.

Ad Production at Børsen

We can provide setup of your ads, please see prices as below. See technical specs for inserts and set up on page 25.

Setup costs for Ads.

Up till 220 mm (1/10 page) DKK 100.00
 Up till 550 mm (1/4 page) DKK 200.00
 Up till 1.050 mm (1/2 page) DKK 275.00
 Up till 2.190 mm (1/1 page) DKK 450.00
 Up till 4.380 mm (2/1 page) DKK 800.00

Discounts and Compensation

Børsen offers two Pricing structures: A and B

Pricing structures are for all types of print products at Børsen.

Agreement A:

Turnover related fixed discount:

Gross turnover: Total discount:

> 110,000 DKK	5.0%
> 220,000 DKK	10.0%
> 330,000 DKK	16.0%
> 500,000 DKK	22.5%
> 750,000 DKK	24.5%
> 1,050,000 DKK	26.5%
> 1,450,000 DKK	29.0%
> 2,100,000 DKK	32.5%
> 2,750,000 DKK	36.5%

Agreement B:

Quantity discount

Number of ads: Total discount:

> 12 items	10.0%
> 26 items	20.0%
> 52 items	30.0%

General information regarding Annual Contracts and discounts

- Discount can only be given with written annual agreements.
- Quantity discounts are not applicable to colour charges.
- The above discounts can not be combined with other any discount schemes.
- Failure to live up to terms of yearly contract will result in customer being billed for difference between discounted and regular rates.

Compensation

Børsen offers 2% fee to nominated media bureaus. This covers 1% for security collateral and 1% information payment.

Technical Specifications

See technical specifications for newspaper ads on page 25.



Børsens valuable readers

Børsen's readers are contemporary people, who are looking for content and enrichment – both personally and professionally. Among our readers you will find more decision makers and individuals responsible for purchasing than in any other media. Their earnings are higher than the rest of the Danish population. They keep abreast of developments more than others – regardless of where they are, they have a higher tendency to try new things and products before others, they love designer brands, and are more than willing to spend money on them.



Newspaper Publication Schedule

Sections	Order Deadline: Text Pages	Order Deadline: Classifieds	Materials Deadline: Text Pages and Classifieds
1. Section (Mon-Fri)	Two business days prior to publication 1pm	Weekdays prior to publication 12:00pm NB! For profile only: Two business days prior to publication 1pm	Print ready ad material: Weekdays prior to publication 11.00 am
Health (Monday)	Thursday prior to publication 1pm		Print ready ad material: Friday prior to publication 11.00 am
Investor (Monday)	Thursday prior to publication 1pm		Print ready ad material: Friday prior to publication 11.00 am
Digital (Tuesday)	Friday prior to publication 1pm		Print ready ad material: Monday prior to publication 11.00 am
Media Market (Wednesday)	Monday prior to publication 1pm		Print ready ad material: Tuesday prior to publication 11.00 am
Property (Thursday)	Tuesday prior to publication 1pm	Tuesday prior to publication 1pm	Print ready ad material: Wednesday prior to publication 12:00pm
Residential Property (Properties Abroad) (Friday)	Monday prior to publication 1pm	Wednesday prior to publication 1:00pm	Print ready ad material: Wednesday prior to publication 4pm
Executive (Friday)	Monday prior to publication 1pm	Wednesday prior to publication 1:00pm	Print ready ad material: Wednesday prior to publication 4pm
Weekend (Friday)	Monday prior to publication 1pm	Wednesday prior to publication 1:00pm	Print ready ad material: Wednesday prior to publication 4pm
Images, text and logos for rate ads should be delivered 3 business days prior to publication before 1pm Børsen reserves the right to change deadlines on an ongoing basis.			

Annual Appendixes and Themes

Sections	Order deadline: Text pages	Order deadline: Classified	Materials deadline: Text pages and Classifieds
Cars/Convertibles (3 times yearly)	One week prior to publication.	Two business days prior to publication 1pm	Two business days prior to publication 1pm
Property, distributed in southern Sweden (3 times yearly)	Two business days prior to publication.	Two business days prior to publication 1pm	Print ready ad material: Day before publication 12.00pm
Meetings and Conferences (4 times yearly)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm
Education (4 times yearly)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm
Logistics (10 times yearly) (Last Wednesday of every month)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm
True Award (Once a year)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm
Vacation Property (2 times yearly)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm
Gazelle (10 times yearly) (2nd. Tuesday of every month)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm
Ski (2 times yearly)	One week prior to publication.	Two business days prior to publication 1pm.	Two business days prior to publication 1pm

Inserts in Børsen

Effective Communication

An insert in Børsen is an effective direct mail to the leading members of Danish Industry - without having it back by return post. An insert in Børsen will gather a lot of attention and leave readers with a favourable impression.

At Børsen an insert's price is usually not dependant on the inserts size and weight. Magazine like inserts can be subject to extra shipping costs. Call for a price quote +45 72 42 33 20.

Inserts without external ads.

Up to 16 pages DKK 237,500.00
Friday Supplement DKK 20,000.00
Inserts which exceed more than 16 pages will be charged DKK 20,000.00 for each subsequent 4 pages. Included in the price is one day on the front page of borsen.dk and borsen.dk/indstik (time periods to be agreed).

Børsen includes a maximum of two inserts per issue. If exclusivity is wished (only one insert), there will be an additional charge of DKK 30,000.00.

Discount

Børsen provides discounts on inserts based on annual agreements. The discount is deducted from the price, but not including any postage surcharge.

Inserts with external ads.

Inserts which contain external ads, or ad-like materials from other companies or firms other than insert advertiser's own, are billed separately. Normally insert advertiser's will be charged both a general add-in and current ad price for external ads. – Quotes on request.

Inserts with external advertisements are accepted only by special agreement with Børsen. If an existing agreement is still current, Børsen's standard pricelist is a rider to the agreement. All inserts should state clearly on their front page that it is an advertising supplement and not connected to Børsen.

All inserts must be approved by Børsen before the order can be deemed valid.

This means that the insert must be supplied in pdf format seven days before publication. Børsen will notify it's consent within six business days of publication.

Inserts placement within the Newspaper

Inserts will normally be placed towards the middle of the paper – depending on day of the week, weight, etc. - placement elsewhere possible against payment of placement charge.

Monday inserts will by default be placed in the middle of Investor. Read more borsen.dk/annonce or request quote.

Partial circulation

It is possible to distribute the insert in a geographically defined area, for example, east or west of Storebælt (the Great Belt). Request quote for unit price for partial circulation. Per-Unit price is calculated on the basis of the insert's weight and the number of pages. Additionally, a processing fee of DKK 10,000.00 will be made.

Technical Specs.

See technical specs for inserts on page 26.

Circulation

Circulation can vary greatly due to reader campaigns, but there should normally be at least 69,000 copies circulated (Mon-Thur) and 78,000 on Fridays. Always ask about the current circulation before printing inserts. There can be up to 3-4% error/wastage in the circulation.

Surplus Circulation

If it wished that excess copies are returned, this must be specified when placing order, or with the delivery at the latest. Unless otherwise agreed, excess inserts will be disposed of five days after publication date. A freight charge will be made for returning excess stock.



Inserts on borsen.dk

Your inserts are placed on the homepage of borsen.dk, the same day as the insert is run in the newspaper, so the target group is hit all day resulting in increased exposure and visibility. Borsen.dk is visited daily by over 150,000 users who on average view the home page twice a day.

Inserts are also placed on borsen.dk/indstik, where they run the for the whole year (or as agreed).

General Information

Inserts are not distributed with Scandinavian Airlines, foreign newspapers, or at the airport in general. For more information on inserts and integrated inserts please go to: borsen.dk/annonce



Integrated Inserts

An integrated insert corresponds, for example, to the four middle pages of the newspaper.

Pages	black/white	4-colours on each page
4 pages	DKK 180,000.00	DKK 225,000.00
8 pages	DKK 290,000.00	DKK 310,000.00

Pleasure Magazines

Pleasure, as the name suggests, is a lifestyle magazine, but in large format, that combines the magazine's quality with the newspaper's format. You will find all 19 editions of this magazine in the publication schedule for 2012.

In Pleasure we cultivate the good life and focus on the side of life within which we reflect, relax and recharge. In other words, Pleasure is about everything that can sweeten life such as travel, culture, food, wine and much more.

Publication schedule

Publication day	Materials and order deadlines	Themes
1st half of year		
Thursday 19 January	05 January	Travel
Thursday 02 February	19 January	Pleasure
Thursday 01 March	16 February	Pleasure
Thursday 15 March	01 March	Pleasure
Thursday 29 March	15 March	Cars
Thursday 12 April	26 March	Pleasure
Thursday 26 April	12 April	Pleasure
Thursday 10 May	26 April	Pleasure
Thursday 24 May	10 May	Pleasure
Thursday 07 June	24 May	Design
Thursday 21 June	07 June	Pleasure
2nd half of year		
Thursday 13 September	30 August	Pleasure
Thursday 27 September	13 September	Pleasure
Thursday 11 October	27 September	Pleasure
Thursday 25 October	11 October	Pleasure
Thursday 08 November	25 October	Pleasure
Thursday 22 November	08 November	Christmas Magazine
Thursday 06 December	22 November	Pleasure
Thursday 20 December	06 December	Money

Cancellation deadline: 4 weeks before publication date.

Magazine test: Børsen tests throughout the year a number of selected versions of Pleasure magazine. We test automatically all full and double page ads at no charge in the selected editions.

Integrated inserts

For inserts in the magazines you will find more detailed information on page 14. If you have other requirements than those listed above, please contact the advertising department on: +45 72 42 33 20.

Inserts

If inserts are required to be distributed in the magazines, Call for a quote: +45 72 42 33 20.

Adhesion

See options on page 14.

Ad production at Børsen

We can provide setup of your ads and you will find prices below. See technical details for indentation and setup on page 27.

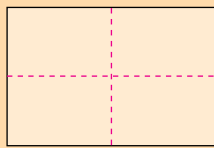
Prices for set up of ads:

Up to 1/3 page	DKK 600.00
Up to 1/2 page	DKK 1,200.00
Up to 1/1 page	DKK 1,750.00
Up to 2/1 page	DKK 3,200.00

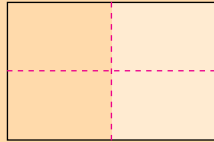


Prices and formats

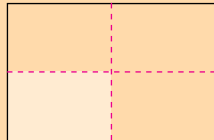
Pleasure magazines have the following ad formats and prices:



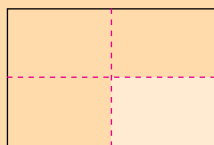
Double page	DKK 103,000.00
Not to edge	504x296 mm
To edge	544x338 mm + 5 mm to cut off



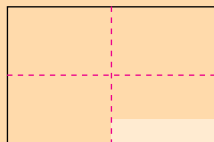
Full Page	DKK 59,600.00
Not to edge	232x296 mm
To edge	272x338 mm + 5 mm to cut off



Preface Ads	DKK 41,300.00
Not to edge	232x148 mm
To edge	272x170 mm + 5 mm to cut off



Half page	DKK 40,400.00
Not to edge	232x148 mm
To edge	272x170 mm + 5 mm to cut off



Quarter Page	DKK 21,500.00
Not to edge	232x75 mm
To edge	272x85 mm + 5 mm to cut off

All prices are incl. colour and ex VAT. Right is reserved to change prices. If other formats are desired quotes are available on request.

Placement Charge

Right hand page, first half	20%
Back page	25%
Double page on pages 2-3.....	30%

Discounts

Annual contracts made with Børsen cover ads in Børsens Pleasure magazines.

Compensation

Børsen offers 2% fee to nominated media bureaus. This covers 1 % for security collateral and 1% information payment.



Pleasure

Børsen has for several years successfully cultivated the theme of lifestyle.

In our magazines our readers are accustomed to seeking inspiration for cars, housing, travel, fashion, gadgets, watches, art, restaurants and more.

All the things that sweeten life for our valuable target audience.

Business Magazines

Børsen's Business magazines are classic magazines, but in large format. DK 1000, and Company Car will continue in their current format (210x280 mm with solid back), since these magazines serve as reference works for Børsen readers. Business Magazines editorial focus will be exclusively on trends in business and the economy. In 2012, we have five exciting editions on our publication schedule.

We select the most interesting topics and present them in well-researched articles, so readers are always updated about investments, image, media market, the latest technology, and much more.

Publication schedule

Publication day	Materials and order deadlines	Themes
1st half of year		
Wednesday 7 March	22 February	Property
2nd half of year		
Wednesday 19 September	29 August	DK 1000
Friday 21 September	31 August	Company Car
Wednesday 3 October	12 September	Property
Wednesday 14 November	24 October	Invest

Publication

Cancellation deadline: 4 weeks before publication date.
 Magazine test: Børsen tests throughout the year a number of selected versions of Business magazine. We automatically test all full and double page ads at no charge in the selected editions.

Placement Charge

Right hand page, first half. 20%
 Back page 25%
 Double page on pages 2-3 30%

Discounts

Annual contracts made with Børsen cover ads in Børsens Business magazines.

Compensation

Børsen offers 2% fee to nominated media bureaus. This covers 1 % for security collateral and 1% information payment.

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We can provide setup of your ads and you will find prices below. See technical details for indentation and setup on page 27.

Prices for set up of ads:

Up to 1/3 page. DKK 600.00
 Up to 1/2 page DKK 1,200.00
 Up to 1/1 page DKK 1,750.00
 Up to 2/1 page DKK 3,200.00



Prices and formats

Commercial Property and Invest (Note large format):

	Double page	DKK 103,000.00
	Not to edge	504x296 mm
	To edge	544x338 mm + 5 mm trimming
	Whole page	DKK 59,600.00
	Not to edge	232x296 mm
	To edge	272x338 mm + 5 mm trimming
	Preface ad	DKK 41,300.00
	Not to edge	232x148 mm
	To edge	272x170 mm + 5 mm trimming
	Half page	DKK 40,400.00
	Not to edge	232x148 mm
	To edge	272x170 mm + 5 mm trimming
	Quarter page	DKK 21,500.00
	Not to edge	232x75 mm
	To edge	272x85 mm + 5 mm trimming

All prices are incl. colour and ex VAT. Right is reserved to change prices. If other formats are desired quotes are available on request.

DK 1000 and Company Car:

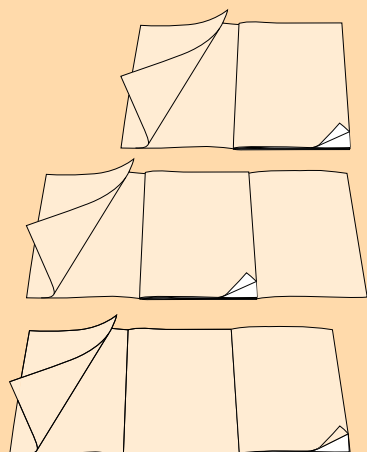
	Double page	DKK 93,300.00
	Not to edge	390x250 mm
	To edge	420x280 mm + 5 mm trimming
	Whole page	DKK 53,100.00
	Not to edge	187x250 mm
	To edge	210x280 mm + 5 mm trimming
	Two thirds of page	DKK 42,600.00
	Not to edge	124x250 mm
	To edge	140x280 mm + 5 mm trimming
	Half Page	DKK 36,500.00
	Not to edge	187x125 mm
	To edge	210x140 mm + 5 mm trimming
	One third of page	DKK 24,100.00
	Not to edge	62x250 mm
	To edge	70x280 mm + 5 mm trimming
	Quarter page	DKK 19,400.00
	Not to edge	187x65 mm
	To edge	210x70 mm + 5 mm trimming

Business

On a daily basis, we can not always dig as deeply into business developments as we would like. And sometimes we would like to make our thorough analysis even more thorough. We do this in Børsen's Business magazines, which is why it is an important supplement to the daily news and information flow from the newspaper and Børsen Online.

Creative Magazine Opportunities

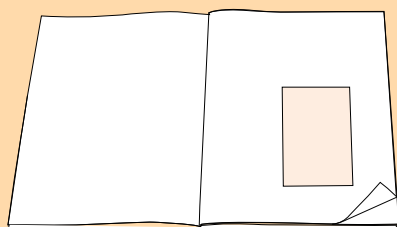
Give your communication more pages and more attention with the opportunities afforded by Børsen's creative magazine opportunities. See the examples below or contact the Børsen's ad consultants on: +45 72 42 33 20 or annoncesalg@borsen.dk for more information. You can choose between:



Front- and back pages

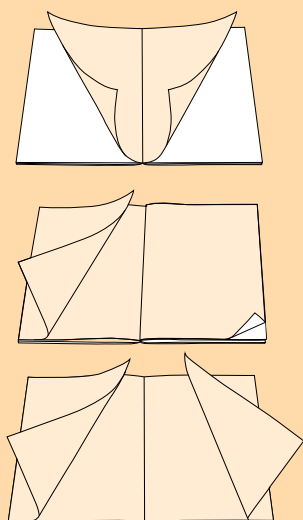
Spread on front or backpage: 4 Pages continuous ad space. Paper: 150 g gloss**	DKK 225,000.00
Double spread on front or backpage: 6 Pages continuous ad space. Paper: 150 g gloss**	DKK 320,000.00
Spread on both front and backpage: 8 Pages continuous ad space. Paper: 150 g gloss**	DKK 350,000.00

Adhesion



With a removable message, readers can put it directly in their calendars or use it as a bookmark. Hear more about the adhesion of postcards or Memolabels with Børsen's ad consultants.

Memolabel for Whole Page ad: (Incl. printing of Memolabel)	*DKK 119,000.00
Memolabel on Half Page ads: (Incl. printing of Memolabel)	*DKK 105,000.00
Post card on Whole Page ads: (Excl. printing of Post card***) Paper: max 170 g.	DKK 95,000.00



Inserts

100% focus on your message. Give your message full attention and get a 4 -, 6 - or 8-page booklet inserts attached to the middle of the magazine.

4-pages inserts: 4 pages continuous pages of advertising space. Incl. production**** Paper: 150 g gloss**	*DKK 175,000.00
6-pages inserts: Incl. production****. Paper: 150 g gloss**	*DKK 225,000.00
8-pages insert: Incl. production****. Paper: 150 g gloss**	*DKK 285,000.00

* The prices indicated are "from prices".

** Børsens magazines normally print on 80 g gloss.

*** Børsen offers layout and printing of Post cards – quote on request.

**** Børsen offers layout and Inserts – quote on request.



Borsen.dk

At borsen.dk decision makers receive crucial knowledge regarding developments in business and the financial markets. Throughout the day the latest news about markets, companies and business profiles, as well as political and economic initiatives of importance to both business and personal finances.

330,468 unique users visited borsen.dk in September, and together they generated 19,306,676 page views *. At borsen.dk our viewers keep themselves updated with more than just business and finance related material. We cover the area of personal finances, IT, property, food, media, careers, politics, sports, etc.

Advertising opportunities on borsen.dk are adjusted constantly to ensure optimum visibility and impact for advertisers. There are various ways to target your message, for example geographical or limited time periods. Call to hear more about your options with online sales on telephone: +45 72 42 30 19.

Available Ad formats

Format	Size	Placement
Megaboard	930x180	Top of page
Article banner	300x250**	Mid-page
Pagebanner (Skyscraper)	160x600	Right hand side on page
News banner	240x400	Right hand side for articles
Sponsor button	160x100	Front page and sections
Web-tv		Front page + Børsen TV
Wallpaper	2x (140x1000)	Right and left page

**Format 300x250 can expand till 300x500.

Newsmails	Sizes
Børsen	468x400
Børsen Saturday	300x250
Børsen Sunday	300x250
Pleasure	300x250

Placement

Diverse ad choices on borsen.dk:

- Run Of Site (ROS).
- Front page.
- Special placement.
- Sponsorship.

* Source: fidm.dk september 2011.

Megaboard 930x180

Wallpaper 140x1000

Integration 160x100

Integration 160x100

Wallpaper 140x1000

Article banner 300x250

Pagebanner 160x600

Integration

Sponsor 160x100

Sponsor 160x100

Sponsor 160x100

Sponsor 160x100

Sponsor 160x100

Sponsor 160x100

CPM-prices and placement

Bannere					
Placement	930x180	160x600	300x250	240x400	468x400
Run Of Site	CPM 370	CPM 220	CPM 240	CPM 300	N/A
Front page - borsen.dk	CPM 400	CPM 250	CPM 270	N/A	N/A
Sections on borsen.dk*	CPM 450	CPM 280	CPM 320	CPM 320	N/A
Company Car	CPM 450	CPM 280	CPM 280	N/A	CPM 280

* Investor, Finance, Personal Finances, Economy, IT, Media, Careers, Health and Politics.

Fixed Placement

Placement	Format	Price per week
Front page - Borsen.dk	160x100	DKK 12,500.00
Investor	160x100	DKK 10,500.00
Other	160x100	DKK 3,500.00
Front page integration*	160x100	DKK 65,000.00
Other integration	-	Contact online sales
Streamer	940x40	DKK 80,000.00

* Front page integration placed over newlist or above news from Pleasure.dk.

Targeting

Targeting	CPM
Geographical	CPM 20
Frequency	CPM 20
Timeslot	CPM 10
Expandable	CPM 20
IP segmenting*	CPM 50

* Industry and company size.



Other formats/products

Product	Format	Placement	Prices
Børsen Ownership	957x180 300x250 160x600 2 x (140x1000)	Front page	DKK 120,000.00
Horse shoe	957x180 + 2 x (140x1000)	Contact Online sales	Contact Online sales
Take Over incl. Front page ownership	Request specs.	Front page	DKK 174,000.00
Whitepapers*	Max. Width 150, 80 & 56	Whitepapers	DKK 12,600.00/ 3 months. Online & DKK 500 per customer subject

* Included in the price are 2x75 print ads (4-colours) in Børsen. With purchase of 2nd 2x75 print ads DKK 3,900.00.

Technical details and general terms and conditions

See technical details for borsen.dk on page 28. Børsen reserves the right at any time to reject material not complying with the technical guidelines for borsen.dk or otherwise deviates from the media's image.

Materials deadline

Banners shall be delivered incl. URL to landing page within three business days before the campaign starts. With The Takeover, the material should be delivered five days before. Send materials to traffic@borsen.dk

Newsletter - Borsen.dk

Prices for Newsletter

Get your message sent out in Børsen's newsletter.

Area	Sent out	Size	CPM-price
Investor	Monday-Friday Morning	468x400	CPM 300
Investor	Monday-Friday Afternoon	468x400	CPM 300
Health	Monday	468x400	CPM 300
Economy	Tuesday/Thursday	468x400	CPM 300
Private & Property Finances	Monday/Wednesday and Friday	468x400	CPM 300
IT	Tuesday/Thursday	468x400	CPM 300
Media	Wednesday	468x400	CPM 300
Politics	Monday-Friday	468x400	CPM 300
Careers	Friday	468x400	CPM 300
Latest News	Twice daily Monday-Friday	468x400	CPM 300
Børsen Saturday	Saturday	300x250	CPM 300
Børsen Sunday	Sunday	300x250	CPM 300



Example of Newsletter

Growth in the Newsletters

With more than 150,000 recipients of newsletters from borsen.dk (incl. pleasure.dk lifestyle newsletter) and with almost 2.5 million broadcasts each month, the newsletter is a strong product, especially considering that the market for newsletters generally is in decline, we are proud that we are growing on this front.

Whitepapers

Expert documents

Through Børsen, you can now collect actual sales leads for your company. You get your expert documentation together with your logo out to decision makers in the Danish business community via borsen.dk and in Børsen, and receive contact information (permission) on the people who have shown interest in your product and your company who you are now free to contact to sell your product.

Call and hear more about opportunities in online sales: +45 72 42 30 19.

Prices

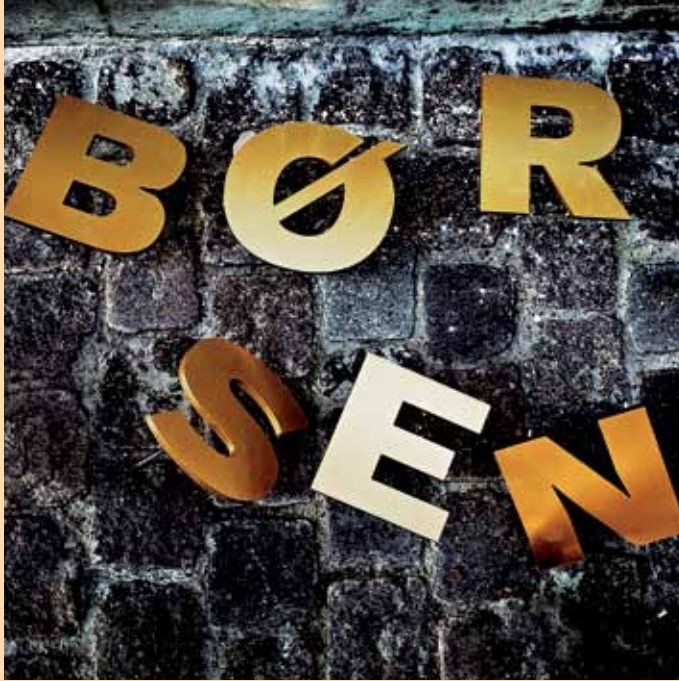
An insert in the paper + 3 mths on borsen.dk DKK 12,600.00
Subsequent inserts: DKK 3,900.00
Per sales theme/download: DKK 500.00

Format in the Newspaper

2x75 mm (incl. 4-colours). The material for the newspaper to be sent as print-ready pdf files within two working days (before 1pm) before insertion to: annonce@borsen.dk.

Format on borsen.dk

Logo and pdf or Word documents to be sent within two working days before the campaign start to: traffic@borsen.dk.



Pleasure.dk

Content for the most demanding readers

Pleasure.dk delivers entertaining inspiration that matches Børsen's discerning reader's need for quality, innovation and credibility. Nothing is too delicious and exclusive for our readers.

Great pains are taken selecting what our journalists focus on, so our loyal reader's time is not wasted.

On pleasure.dk we have assembled the best of the best in cars, housing, travel, gadgets, design, shopping and gourmet, so discerning advertisers and readers can be matched in the right setting. There is depth to the articles. Thus there will be reviews, related stories, TV spots, photo series and many relevant links, so you never leave the table feeling hungry.

Why advertise on pleasure.dk?

With pleasure.dk Børsen has created a unique opportunity for advertisers who wish to establish contact with the segment of the population with the most purchasing power. 22% of our users have a personal income exceeding DKK 500,000 p.a, and 9% earn more than 1 million p.a. The national average for individuals earning more than one million kroner is below 1%, according to Index Denmark.

Pleasure.dk is your opportunity to advertise online in an exclusive experience environment with editorial content exclusively focused on lifestyle.

Want to learn more about advertising opportunities on pleasure.dk, please contact onlinesalg@borsen.dk or call +45 72 42 30 19 and ask for online sales.

Source: TNS Gallup (10,000 completed interviews)

Ad Products

Advertising opportunities on pleasure.dk are adjusted constantly to ensure optimum visibility and impact for advertisers.

Different advertising opportunities on pleasure.dk: Run of Site (ROS), front page, special placement and sponsorship.



Available Ad formats:

Format	Size	Placement
Mega board	930x180*	Top of page
Article banner	468x400	Under article
Article banner	300x250*	Right hand side of page
Page banner (Skyscraper)	160x600*	Middle of page
Ownership	(*)-selected	Front Page

Prices

CPM prices and Formats

Placement	930x180	160x600	300x250	468x400
Run Of Site	CPM 300	CPM 175	CPM 200	CPM 280

Other formats/products

Produkt	Format	Placement	Price
Pleasure Ownership (all formats on front page per day)	930x180 300x250 160x600	Front Page	DKK 15,000.00
Integration/Sponsorship	-	Per Agreement	Contact Online sales

Newsletter- Pleasure.dk

Area	Sent	Size	Price
Lifestyle/Pleasure	Tuesday/ Thursday	300x250	CPM 300

Technical specifications and general details

See technical specifications for pleasure.dk on page 28. Børsen reserves the right at any time to reject material if it does not comply with the technical guidelines for pleasure.dk or otherwise deviates from the media's image.

Materials Deadline

Banners shall be delivered incl. URL for landing page within three business days before the campaign starts to traffic@borsen.dk.

Børsen TV

Twice daily at 10am and 4pm, Børsen TV brings the top news stories about what is happening in business and the financial markets. Live features are password protected, while all have access to TV spots from the archives.

Tina Riising, Mai Zeilund and Mads Gravesen are joined in Børsen's studios by Børsen's own experts as well as external commentators, who guide viewers through topical news. Børsen TV can be viewed online, on smartphone and tablet (If the device supports flash). Call and hear more about opportunities in online sales on +45 72 42 30 19.

Why advertise on Børsen TV?

On Børsen TV, you reach a unique target audience that is constantly in need to stay updated. Work wise this group is typically found in the financial sector. Your message is emphasized in the form of the ownership package, where you get preroll on archive spots - i.e. your advertisement appears before the television feature. In addition, the ownership package contains Topbanner Article banner and Wallpaper so you are assured that your message reaches viewers, and you achieve a high click rate.

Prices

Product	Format	Price
Børsen TV ownership	Contact online sales	40,000 DKK/week
Preroll incl. iRoll*	-	CPM 225
Top banner	930x180	CPM 450
Article banner	300x250	CPM 270
Horse shoe	976x180 2 x (140x1000)	Contact online sales

* Max. 16 sec. preroll.

Technical specifications and general terms and conditions

See technical specifications for Børsen TV on page 29. Børsen reserves the right at any time to reject material if it does not comply with the technical guidelines for Børsen TV or otherwise deviates from the media's image.

Materials Deadline

Banners shall be delivered incl. URL for landing page within three business days before the campaign starts to traffic@borsen.dk.



Tablet

The Tablet completes Børsen's news flow, while text, sound and images combine sublimely with the user friendly touch screen, making the Tablet an interesting and engaging media platform. The special feature of Børsen's application means that throughout the day users are kept updated with the main news from the newspaper borsen.dk and Børsen TV. Activity on the Tablet increases significantly from 8pm onwards, and is therefore an excellent supplement to Børsen's print media.

Advertising Opportunities

Børsen's Tablet newspaper is specifically designed for the Tablet and is not just a copy of the physical newspaper. Call and hear more about the developments and opportunities for creative expression on: +45 72 42 30 19.

Placement

Front Page article banner-top 300x250
Front Page article banner-bottom 300x250
Front Page leader board-mid 728x90
Front Page leader board-bottom 728x90
Article page – Article banner 300x250

Technical specifications and general terms and conditions

See technical specifications for the Tablet on page 30. Børsen reserves the right at any time to reject material if it does not comply with the technical guidelines for the Tablet or otherwise deviates from the media's image.

Materials Deadline

Material should be delivered incl. URL for landing page within three business days before the campaign starts to traffic@borsen.dk.



Smartphone

Børsen's smartphone application makes it possible for the Børsen reader to keep themselves updated throughout the day. Here, you will find both articles from the print newspaper, articles from borsen.dk, and features from Børsen TV that can be seen live on the user's smartphone. On a monthly basis 750,000 page views are generated on Børsen's smartphone application.

Advertising Opportunities

With an ad on Børsen's smartphone application, it makes it easy for users to take action on your message. Just a tap of the finger and the user is transported directly to the page where your product is described or sold. Your ad will be displayed in an objective editorial environment, and will therefore appear very clear to the user. Furthermore, Børsen's application is used heavily in the commute between home and work time period. Here, there is time to be tempted to browse interesting messages. Call and find out more about your advertising opportunities on: +45 72 42 30 19.

Placements

Front Page top
Front Page bottom
Article page top
Article page bottom

Technical specifications and general terms and conditions

See technical specifications for the Smartphone on page 30. Børsen reserves the right at any time to reject material if it does not comply with the technical guidelines for the smartphone or otherwise deviates from the media's image.

Materials Deadline

Material should be delivered incl. URL for landing page within three business days before the campaign starts to traffic@borsen.dk



Mobil.borsen.dk

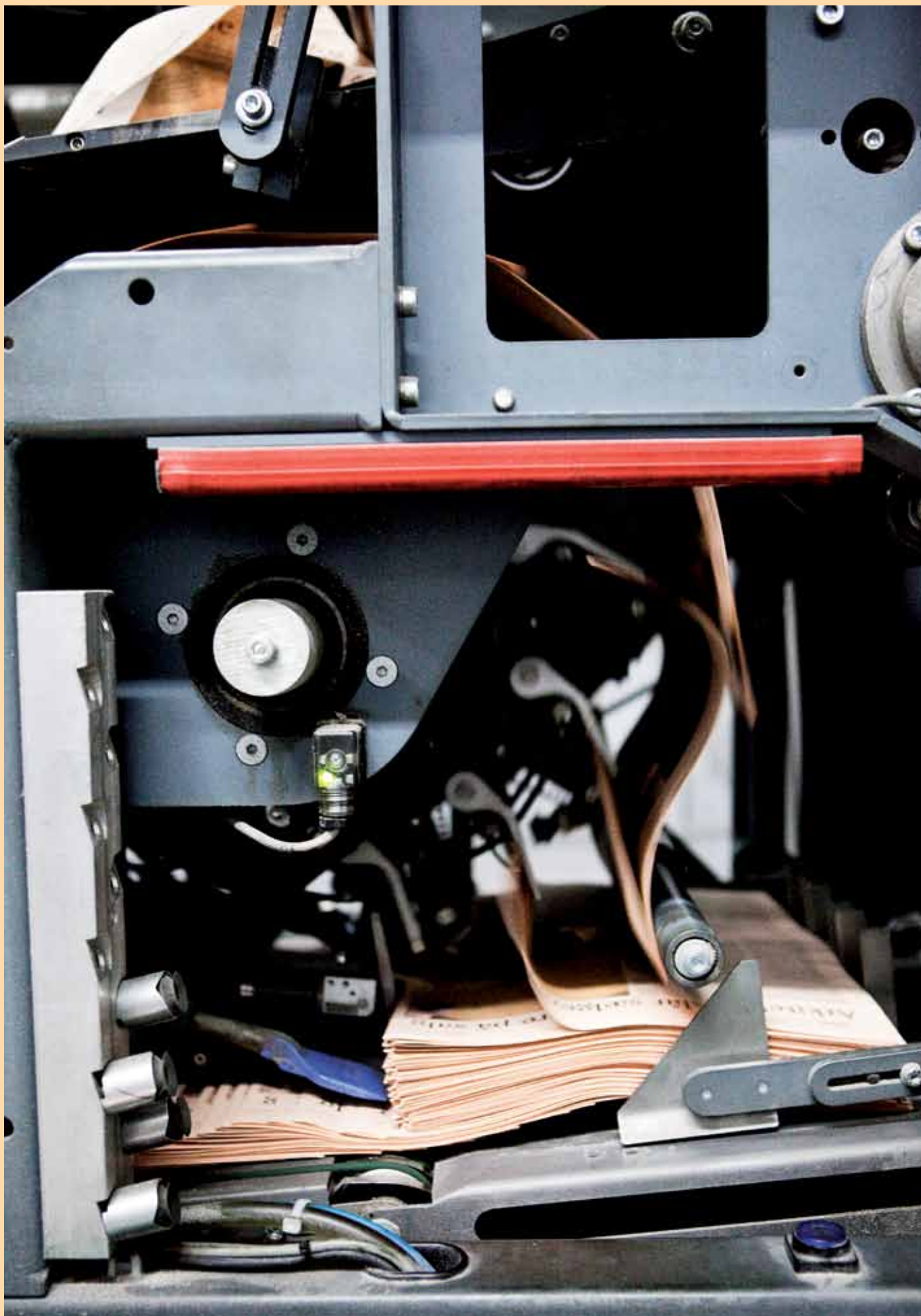
Børsen's mobile site is accessible to everyone and does not require a smartphone. The content comes from borsen.dk, and the site is visited by approx. 4,500 unique users per week. Together, they generate the more than 250,000 page views per month. Call and learn more about advertising opportunities on: +45 72 42 30 19.

Placements

Front Page top
Front Page bottom
Article page top
Article page bottom

Technical specifications and general terms and conditions

See technical specifications for mobil.borsen.dk on page 30. Børsen reserves the right at any time to reject material if it does not comply with the technical guidelines for the mobil.borsen.dk or otherwise deviates from the media's image.



Newspaper – Technical specs

Delivery

Ad material should be delivered to Børsen via following:

E-mail: annonce@borsen.dk

FTP-server: [upload.borsen.dk](ftp://upload.borsen.dk)

Username: annonce

Password: annonce

Alternatively, the Media Net can be used. Additional information on electronic material and uploading to FTP can be found on borsen.dk/annonceteknik. Børsen Ad Sales can be contacted on: +45 72 42 33 20.

Ordering

Should be via telephone, fax, e-mail or regular post:

Tel.: +45 72 42 33 20

Fax: +45 33 91 10 50

E-mail: annoncesalg@borsen.dk

Post: Dagbladet Børsen A/S

Møntergade 19

DK-1140 København K

Att.: Annoncesalg

It should clearly state where and when the required advertisement should be included; how material is to be sent, and from whom (company name, address, phone number, contact person).

Print Ready Material

Print ready ad material should be delivered as a CMYK separated pdf file as set out by the Danish newspaper industry standard. The default format is outlined on www.kankanikke.dk, or borsen.dk/annonceteknik.

Should the ad size differ from the ordered format, we reserve the right to adapt the ad size. Should the material be delivered in other formats than above pdf format, the material may be rejected by Børsen.

Delivery of Items for the Layout

Texts should be delivered typed in Word or directly by mail, BW/4-colour photo available at least 172 dpi in .tif, .eps, or .jpg format.

Bitmap, however, for a minimum of 600 dpi. Logo and graphics should be supplied as vector graphics, e.g. Illustrator.

Column Widths





Ad Material delivered in format as below:

1 column	41 mm
2 columns	86 mm
3 columns	131 mm
4 columns	176 mm
5 columns	221 mm
6 columns	266 mm
12 columns	546 mm

Regarding paging of classifieds, the height can vary from 354-365 mm. Newspaper's width will shrink 3%.

Colour

To achieve the best possible print result following guidelines are relevant:

- 4-color process CMYK built out of:
 Cyan  Magenta
 Yellow  Black/Key
DP-colours must be defined as CMYK.
- Point percentages should be between 5 and 85 percent in highlight and shadow points respectively. Percentages above or below the named values risk closure or completely disappearing in reproduction. Be aware of the 20% dot gain.
- Negative fonts under 10 points on colored backgrounds or photographs should not be used.

- Because of news print's absorbency, the sum of the 4-color excess percentages should not exceed 240%. See Technical Specifications on borsen.dk/annonceteknik. We recommend that images are converted to CMYK in Adobe PhotoShop with the ISO profile, ISOnewspaper26v4, which can be downloaded freely on borsen.dk/annonceteknik.
- Further information about newspaper production can be found on: www.kankanikke.dk

NB: Børsen reserves the right to change the technical specifications in the newspaper without notice.

Inserts – Technical specs

Formats

We recommend a maximum of 270x395 mm (tabloid). A format of 280x395 mm is acceptable, but entails a risk that insert edges become frayed, which Børsen cannot accept responsibility for. Minimum 148x210 mm (A5).

NB: Measured from the insert's back, the insert's width should not exceed 280 mm. Inserts in the landscape format cannot be used.

Paper Weight and Page Number.

Generally, the paper's gram weight should be between 80 and 150 grammes depending on the number of pages. Loose pages must be printed on 120-140g paper. The number of pages generally should not exceed 32. Inserts in the newspaper can be up to 64 pages. Insert's total weight should not generally exceed 100g, and/or not exceed the paper's weight. It is possible to process up to 400 g, but a separate agreement with our ad consultants will need to be made.

Dummy / Paper Samples

To ensure correct loading, Børsen will need - 14 days before publication day - three pieces dummy/ paper samples in full format and final paper quality. If Børsen does not receive dummy/paper samples, no guarantee for loading can be made.

Printing of Inserts

Børsen can possibly print your inserts. Please contact Production Manager, Lars Hesselbjerg Asskildt on +45 72 42 31 43 for quote on printing.

Deadline

Inserts should always be reserved well in advance, as Børsen loads a maximum of two inserts every publication day. Cancellation of inserts less than seven days before the inclusion date will be invoiced at 50% of the insert's price.

Delivery

Inserts should be delivered to:

Dansk Avistryk
Sydvestvej 110
2600 Glostrup
Att.: Midterhallen

Inserts should be delivered loose bundled (no strapping) with backside up, bulk packed on pallets, and with bundles as large as possible, a minimum of 8 cm, no later than two working days before publication day and no later than 12pm.

If insert day is a Monday, then the insert should be delivered no later than Thursday - before 12.00pm. Pallets to be labeled with "Newspaper Børsen" + "date of insertion" If these delivery requirements are not met, customers will be invoiced for extra staffing, time etc.

Material Delivery - Online Inserts

Pdf files up to a maximum of 10 MB can be sent to annonce@borsen.dk latest three working days prior to insertion. For files over 10 MB should be uploaded via Børsen's FTP server: **FTP-server:** [upload.borsen.dk](ftp://upload.borsen.dk)

Username: annonce

Password: annonce

Magazines – Technicals specs

Delivery of Ad Material to Børsen

Email: annonce@borsen.dk
FTP-server: upload.borsen.dk
Username: annonce
Password: annonce

Alternatively, Media Net can be used. Additional information on electronic materials and transmission to FTP can be found on borsen.dk/annonceteknik. Børsen Ad Sales can be contacted on: +45 72 42 33 20

It should clearly state where and when the required advertisement should be included; and from whom (company name, address, phone number, contact person).

Print Ready Material

Print ready material should be delivered as CMYK separated pdf files. Pdf settings can be downloaded from: borsen.dk/annonceteknik. Should the ad size differ from the ordered format, we reserve the right to adapt the ad size. Should the material be delivered in other formats than pdf format, the material may be rejected by Børsen.

Delivery of Items for the Layout

Texts delivered typed in Word or direct in the mail, BW/4-colour photo available at least 300 dpi in tif .eps or .jpg format. Bitmat with minimum 1200 dpi. Logo and graphics supplied as vector graphics, e.g. Illustrator.

Online – Technical specs

Technicals on borsen.dk

The banners must meet borsen.dk's technical requirements. This means that the banners must conform to certain formats (see table below). In the interests of our users animations in the material must not loop more than three times or contain one long sequence of more than 15 seconds duration. With that in mind, a slight delay in the start-up animation is suggested, to ensure that the user has uploaded.

Ad Format	Placement	Weight GIF/HTML/Flash		Animation	Loops	Streaming
930x180	Megaboard	30kb	45kb	15 seconds	Max 3	60 seconds
300x250	Article banner	30kb	45kb	15 seconds	Max 3	60 seconds
240x400	News banner	30kb	45kb	15 seconds	Max 3	60 seconds
160x600	Page banner	30kb	45kb	15 seconds	Max 3	60 seconds
2 x (140x1000*)	Wallpaper*	30kb	45kb	15 seconds	Max 3	60 seconds
957x180	Topban. at wallpaper	30kb	45kb	15 seconds	Max 3	60 seconds
468x400	News mails	Only GIF	45kb	15 seconds	Max 3	None
160x100	Sponsor button	Only GIF	45kb	None/static	None	None

* One right and one left banner.

Takeover on borsen.dk

Size 1000x600 with a screen resolution of 1024x600 allows the user to see the whole banner.

Borsen.dk's microsite is sized at 364x255 and should be placed at least 100 pixels from the sides, and at least 125 pixels from top and bottom (the pink frame on the illustration right shows this area). All corners on the microsite are 90 degrees and cannot be changed. The vendor can choose a

colour code to be displayed instead of borsen.dk's normal background colour.

General specifications

- The material may not be 3rd party.
- Material must be delivered as Flash.
- Flash file must contain a clickTAG.
- The material should be max. 500 KB.
- The banner must be able to handle 50,000 views at a time (especially streaming video).
- Video must not loop.

- Sound may not be activated unless user activated.
- In addition, Børsen's general requirements for banners apply.



Technical specs for pleasure.dk

The banners must meet borsen.dk's technical requirements. This means that the banners must conform to certain formats (see table below).

In the interests of our users material must not loop more than three times or contain one long sequence of more than 15 seconds duration. With that in mind a slight delay in the

Ad Format	Placement	Weight GIF/HTML/Flash		Animation	Loops	Streaming
930x180	Megaboard	30kb	45kb	15 seconds	Max 3	60 seconds
468x400	Article banner	30kb	45kb	15 seconds	Max 3	60 seconds
300x250	Article banner	30kb	45kb	15 seconds	Max 3	60 seconds
300x250	News mails	Only GIF	45kb	15 seconds	Max 3	None
160x600	Pagebanner (Skyscraper)	30kb	45kb	15 seconds	Max 3	60 seconds

Technical specs for Børsen TV

Material Specifications for WEB TV-advertising

General:

Remember: URL i.e. www.companyname.com

Banner: 930x180 and/ or 300x250.

Ad Films

Pre- & postroll:

Delivered as Flash video (.flv) or Flash (.swf).

Two versions: 700 kbps and 400 kbps.

Landing page URL, landing Flash Video ad (.flv) or landing Flash ad (.swf).

We recommend: 16:9 or 4:3 format.

Height/width: 512x228 PX or 512x384 px
Max. length 16 seconds.

start-up animation is suggested, to ensure that the user has uploaded. If using Flash banner, it should always be delivered with an associated back-up gif file, and insert a clickTAG.

If streaming/video with audio is used it is a requirement that the banner is only activated by mouse-over and that there is a second's delay on the activation of the banner. For more on requirements for banners go to: borsen.dk/annonceteknik.

Overlay

Delivered as Flash (.swf). Height/width: 400x50 px.

Companion banners

A pre-defined area <DIV>.

Banner file (image or .swf) or an embedded 3rd party code snippet. We recommend that you only run 300x250.

Delivery of Material

Material should be delivered incl. URL to landing page three business days before the campaign starts to: traffic@borsen.dk. With The Takeover, the material should be delivered five days before. Send materials incl. URL to landing page to: traffic@borsen.dk

Ad Format	Placement	Weight GIF/HTML/Flash		Animation	Loops	Streaming
930x180	Topbanner	30kb	45kb	15 seconds	Max 3	60 sec.
300x250	Article banner	30kb	45kb	15 seconds	Max 3	60 sec.
2 x (140x1000) & 1 x (976x180)	Horse Shoe (megabanner + wallpaper*)	30kb	45kb	15 seconds	Max 3	60 sec. 60 sec.
400x50, 5 pixels Rounded corners	-	45kb (flash)		-	-	-
505x40 or Lines of text Max. 20 characters	-	45kb (flash)		-	-	-

* Remember to specify the banner which is left, right, respectively. For wallpaper the topbanner must be 976x180.

Tablet – Technical specs

Ad Format	Weight	Loops	Streaming	Format
300x250 og 728x90	24 kb	Max 3	Non	.png, .jpg, .gif, html5

Delivery of Material

Material should be delivered incl. URL to landing page three business days before the campaign starts to: traffic@borsen.dk.

Smartphone App – Technical specs

Telephone	Ad Format	Format	Weight
iPhone 3 / 4, Android, BB (older models)	320x54	.png, .jpg, .gif	40 kb
Android, BB (newer models)	480x80	.png, .jpg, .gif	40 kb

Animated GIFs do not work in the application for iPhone

Delivery of Material

Material should be delivered incl. URL to landing page three business days before the campaign starts to: traffic@borsen.dk.

Ad Response Form	Format	Example
Click2Site / In-app browser	URL	http://www.borsen.dk
Click2SMS	Telephone	+45 72 42 50 19
Click2Call	Telephone	+45 72 42 30 19
Click2Appstore / Ext-app browser	URL	http://www.itunes.com

Mobil.borsen.dk – Technical specs

Phone	Ad Format	Format	Weight
iPhone 3/4, Android, BB (ældre modeller)	320x54	.png, .jpg, .gif	40 kb
Android, BB (nyere modeller)	480x80	.png, .jpg, .gif	40 kb

Delivery of Material

Material should be delivered incl. URL to landing page three business days before the campaign starts to: traffic@borsen.dk.

Ad Response Form	Format	Example
Click2Site / In-app browser	URL	http://www.borsen.dk
Click2SMS	Telephone	+45 72 42 50 19
Click2Call	Telephone	+45 72 42 30 19
Click2Appstore / Ext-app browser	URL	http://www.itunes.com



Online – Technical specs

Technicals on borsen.dk

The banners must meet borsen.dk's technical requirements. This means that the banners must conform to certain formats (see table below). In the interests of our users animations in the material must not loop more than three times or contain one long sequence of more than 15 seconds duration. With that in mind, a slight delay in the start-up animation is suggested, to ensure that the user has uploaded.

Ad Format	Placement	Weight GIF/HTML/Flash		Animation	Loops	Streaming
930x180	Megaboard	30kb	45kb	15 seconds	Max 3	60 seconds
300x250	Article banner	30kb	45kb	15 seconds	Max 3	60 seconds
240x400	News banner	30kb	45kb	15 seconds	Max 3	60 seconds
160x600	Page banner	30kb	45kb	15 seconds	Max 3	60 seconds
2 x (140x1000*)	Wallpaper*	30kb	45kb	15 seconds	Max 3	60 seconds
957x180	Topban. at wallpaper	30kb	45kb	15 seconds	Max 3	60 seconds
468x400	News mails	Only GIF	45kb	15 seconds	Max 3	None
160x100	Sponsor button	Only GIF	45kb	None/static	None	None

* One right and one left banner.

Takeover on borsen.dk

Size 1000x600 with a screen resolution of 1024x600 allows the user to see the whole banner.

Borsen.dk's microsite is sized at 364x255 and should be placed at least 100 pixels from the sides, and at least 125 pixels from top and bottom (the pink frame on the illustration right shows this area). All corners on the microsite are 90 degrees and cannot be changed. The vendor can choose a

colour code to be displayed instead of borsen.dk's normal background colour.

General specifications

- The material may not be 3rd party.
- Material must be delivered as Flash.
- Flash file must contain a clickTAG.
- The material should be max. 500 KB.
- The banner must be able to handle 50,000 views at a time (especially streaming video).
- Video must not loop.

- Sound may not be activated unless user activated.
- In addition, Børsen's general requirements for banners apply.

