

Price list for advertising services provided by Piletilevi (as of 01.01.2011)

1. Advertisement on the Piletilevi homepage

1.1. Languages: *Estonian, English, Finnish*

Top banner (dynamic) – size **325x130** pixels, necessary format **.gif, .swf**

On the first page	130 EUR per week
On sub-pages	130 EUR per week

Right rail (dynamic) – size **209x100** pixels, necessary format **.gif, .swf**

On the first page and sub-pages	
Position 1-5	40 EUR per week
Position 6-10	30 EUR per week

“Hot” banner (static) – size **160x180** pixels, necessary format **.gif, .jpg, .png**

On the first page	65 EUR per week
-------------------	-----------------

Popup banner (static) – maximum size **500x500** pixels, necessary format **.gif, .jpg, .png**

On the first page	130 EUR per week
-------------------	------------------

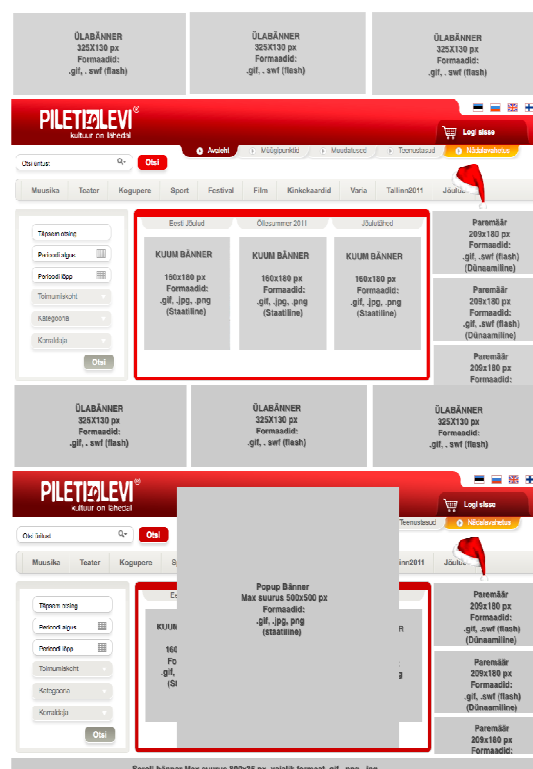
NB! A different image for every language!

Scroll banner maximum size **800x35** pixels, necessary format **.gif, .jpg, .png**

On the first page and sub-pages	100 EUR per day
---------------------------------	-----------------

Corner banner (static) in two parts, size **500x500** pixels (opened image) and **75x75** pixels (always visible), necessary format **.gif, .jpg, .png**

On the first page and sub-pages	250 EUR per week
---------------------------------	------------------



1.2. Languages: *Russian*

Top banner (dynamic) – size **325x130** pixels, necessary format **.gif, .swf**

On the first page	50 EUR per week
On sub-pages	50 EUR per week

Right rail (dynamic) – size **209x100** pixels, necessary format **.gif, .swf**

On the first page and sub-pages	20 EUR per week
---------------------------------	-----------------

“Hot” banner (static) – size **160x180** pixels, necessary format **.gif, .jpg, .png**

On the first page	40 EUR per week
-------------------	-----------------

Corner banner (static) in two parts, size **500x500** pixels (opened image) and **75x75** pixels (always visible), necessary format **.gif, .jpg, .png**

On the first page and sub-pages	100 EUR per week
---------------------------------	------------------

2. Poster ads in Piletilevi sales points

2.1. On poster bases

18 locations in Tallinn (3 in Prisma shops, 2 Maksimarket shops, 13 in Selver shops)

A2 (594 mm x 420 mm)	65 EUR per week
A3 (420 mm x 297 mm)	45 EUR per week

20 locations in other parts of Estonia (in

Selver shops, different regions: Tartu, Pärnu, eastern Estonia, western Estonia, Viljandi, Valga, Põlva, Paide, Keila)

A2 (594 mm x 420 mm)	30 EUR per 2 weeks
A3 (420 mm x 297 mm)	20 EUR per 2 weeks

2.2. A2 on two-sided stands

4 locations in Tallinn (Prisma shops in Sikupilli and Kristiine, Maksimarket shops in Laagri and Lasnamäe)

One side	40 EUR per week
----------	-----------------

*** The posters must be equipped with the Piletilevi logo of 60x42 mm on an A2 poster and 42x30 mm on an A3 poster. If the advertisement poster lacks a logo, Piletilevi has the right to add a logo itself in the form of a sticker. In addition, a poster will not be accepted if other companies or persons providing ticket sales services apart from Piletilevi are mentioned on it or if it fails to comply with the requirements of the Advertising Act or Language Act valid in Estonia.**

Ready-made logos can be found on the address

www.piletilevi.ee/est/uldinfo/korraldajale/logod

3. On Piletilevi information display screens (as of the beginning of 2011, more than 40 screens all over Estonia – in Selver shops, in Prisma shops etc).

A **video clip** on an information display screen installed in a sales point – size **555x470** pixels, necessary format **.wmv** (Windows Media Video)

Video clip, length up to 30 seconds	Free for one week
-------------------------------------	-------------------

Banner (dynamic) on an information display screen installed in a sales point – size **555x268** pixels, necessary format **.gif**

Banner, length up to 15 seconds	Free for one week
---------------------------------	-------------------

*** A video clip will not be accepted if other companies or persons providing ticket sales services apart from Piletilevi are mentioned on it or if it fails to comply with the requirements of the Advertising Act or Language Act valid in Estonia.**

4. Advertisement in the electronic newsletter sent by Piletilevi to its subscribers (TicketPost)

TicketPost is a weekly information letter sent by Piletilevi, giving the customer an opportunity to join an e-mail mailing list and get information on top events taking place in Estonia and other locations close by.

Why advertise yourself via TicketPost?

- More than 100,000 e-mail addresses.
- Sent out every Wednesday.
- A newsletter link to the Piletilevi fan page in Facebook (nearly 10,000 fans as of December 2010).

The week's main event	80 EUR per time
Event No. 2	60 EUR per time
Event No. 3	40 EUR per time

Organiser's column

Includes two news in one newsletter. The header of the column has been designed using the organiser's logo. Can be ordered for different periods:

1 time	80 EUR per time
2 times	140 EUR (70 EUR per time)
4 times	220 EUR (55 EUR per time)
8 times	400 EUR (50 EUR per time)

* Only news of the events that have met the following requirements in the Piletilevi information system will be published in the newsletter:

1. image related to the event
2. sufficient and correct textual information targeted at the consumer
3. reasonable amount of available tickets with a reasonable seating selection

The screenshot shows the Piletilevi website interface. At the top, there's a navigation bar with 'Piletilevi' logo and 'kultuur on lähedal'. Below that, there are several sections: 'Nädala peaudis' (Weekly highlight) featuring a photo of a group of people; 'Uudis 2' (News 2) with a photo of a woman; 'Uudis 3' (News 3) with a photo of a couple. Each section includes text about upcoming events at the Tartu Athena Center. On the right side, there's a 'Korraldaja rubriik' (Organizer's column) and a 'Nädala top 10' (Weekly top 10) list. At the bottom, there's a footer with contact information and a disclaimer.

NB! Please book the advertising spaces on Piletilevi advertising spots in advance! Piletilevi displays advertising materials, posters and banners during the period from Tuesday afternoon to Tuesday afternoon.

Piletilevi shall not be obligated to provide an advertising service if the advertisements have not been provided in the format and with the content accepted by Piletilevi or if they have not been presented on time.

VAT valid in the Republic of Estonia shall be added to all prices provided in the price list.

Price list valid as of 01.01.2011. Piletilevi reserves the right to make changes in the price list.

Ordering advertising:

Advertising editor:

Aivi Reimets, +372 6659 539, reklaam@piletilevi.ee

Project managers:

Diana Tomingas, +372 6659 535 diana@piletilevi.ee

Galina Heinla, +372 6659 530, galina@piletilevi.ee

Olga Prokofjeva, +372 6659 537, olga@piletilevi.ee

Send or bring the advertisements to:

Electronic ads: reklaam@piletilevi.ee

Physical ads (posters, flyers, programmes etc)

Rotermanni 8, Tallinn 10111, workdays from 9 AM to 5 PM

Confirmed 20.12.2010

Jaanus Beilmann

Manager AS Piletilevi

AS PILETILEVI
Reg No. 10568581
Rotermanni 8, 10111 Tallinn

Phone +372 6659 535, 530
Russian sector +372 6659 537
Fax +372 6659 538

myyk@piletilevi.ee
www.piletilevi.ee