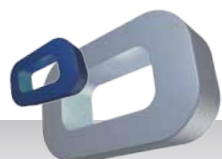


PRICE LIST (EUR) OF ADVERTISING TV FREAK

TV FREAK®					
Format	Size	Position	Price	Guarantee	Exclusiveness
BACKGROUND	N / A	homepage	1.600 EUR / week	20.000 impressions	yes
INTERSTITIAL	800 × 600px	before homepage	1.600 EUR / week	20.000 impressions	yes
I-LAYER	N / A	homepage	1.000 EUR / week	20.000 impressions	yes
LEADER BOARD	745 × 100px	homepage	1.200 EUR / week	20.000 impressions	yes
		whole website without homepage	1.050 EUR / week	80.000 impressions	no/max. 2 advertisers
MEGABOARD	468 × 100px	homepage	800 EUR / week	20.000 impressions	yes
		whole website without homepage	650 EUR / week	80.000 impressions	no/max. 2 advertisers
SQUARE BANNER top	250 × 250px	homepage	800 EUR / week	20.000 impressions	yes
		whole website without homepage	650 EUR / week	80.000 impressions	no/max. 2 advertisers
SQUARE BANNER middle	250 × 250px	homepage	400 EUR / week	20.000 impressions	yes
		whole website without homepage	250 EUR / week	80.000 impressions	no/max. 2 advertisers
SKYSCRAPER ROLL-UP	150 × 600px	homepage	800 EUR / week	20.000 impressions	yes
		whole website without homepage	650 EUR / week	80.000 impressions	no/max. 2 advertisers
BANNER top	468 × 60px	homepage	400 EUR / week	20.000 impressions	yes
ARTICLE BOTTOM	550 × 300px	whole website without homepage	400 EUR / week	40.000 impressions	no/max. 2 advertisers
DIRECT MAIL	max. 300 characters	e-mail	0.04 EUR / e-mail	35.000 pcs of e-mails	no
HYPERTEXT	max. 250 characters	whole website	40 EUR / week	100.000 impressions	no
PR ARTICLES	max. 3000 characters	homepage	600 EUR / week	N / A	no
Sound banner	surcharge of 50 % of the price				yes
Videobanner	surcharge of 50 % of the price				yes
Non-standard format	surcharge of 50 % of the price				yes
Recommended banner size 35 kB					

„Advertising is the greatest art form of the twentieth century.“ Marshall McLuhan

Effective as of 1st January 2011



PRICE LIST (USD) OF ADVERTISING TV FREAK

TV FREAK®					
Format	Size	Position	Price	Guarantee	Exclusiveness
BACKGROUND	N / A	homepage	2.200 USD / week	20.000 impressions	yes
INTERSTITIAL	800 × 600px	before homepage	2.200 USD / week	20.000 impressions	yes
I-LAYER	N / A	homepage	1.400 USD / week	20.000 impressions	yes
LEADER BOARD	745 × 100px	homepage	1.700 USD / week	20.000 impressions	yes
		whole website without homepage	1.500 USD / week	80.000 impressions	no/max. 2 advertisers
MEGABOARD	468 × 100px	homepage	1.100 USD / week	20.000 impressions	yes
		whole website without homepage	900 USD / week	80.000 impressions	no/max. 2 advertisers
SQUARE BANNER top	250 × 250px	homepage	1.100 USD / week	20.000 impressions	yes
		whole website without homepage	900 USD / week	80.000 impressions	no/max. 2 advertisers
SQUARE BANNER middle	250 × 250px	homepage	550 USD / week	20.000 impressions	yes
		whole website without homepage	300 USD / week	80.000 impressions	no/max. 2 advertisers
SKYSCRAPER ROLL-UP	150 × 600px	homepage	1.100 USD / week	20.000 impressions	yes
		whole website without homepage	900 USD / week	80.000 impressions	no/max. 2 advertisers
BANNER top	468 × 60px	homepage	550 USD / week	20.000 impressions	yes
ARTICLE BOTTOM	550 × 300px	whole website without homepage	550 USD / week	40.000 impressions	no/max. 2 advertisers
DIRECT MAIL	max. 300 characters	e-mail	0.05 USD / e-mail	35.000 pcs of e-mails	no
HYPertext	max. 250 characters	whole website	60 USD / week	100.000 impressions	no
PR ARTICLES	max. 3000 characters	homepage	800 USD / week	N / A	no
Sound banner	surcharge of 50 % of the price				yes
Videobanner	surcharge of 50 % of the price				yes
Non-standard format	surcharge of 50 % of the price				yes
Recommended banner size 35 kB					

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