

NyTeknik.se is Sweden's leading news site for technological developments within IT, telecom, energy, environmental technology, cars, planes and everything else that powers the development of industry and society.

Rapid news from around the world, updated daily, is complemented with an extensive archive containing the complete reporting history of the newspaper. The news sits is required reading for all engineers and anyone interested in technology. Advertise on NyTeknik.se and reach highly educated decision-makers in Sweden's business sphere.

Traffic statistics **Average/week**

Unique visitors (web browsers)	138 846
Visits	233 270
Page view	731 887

Source: Sifo Media/ Insight XE

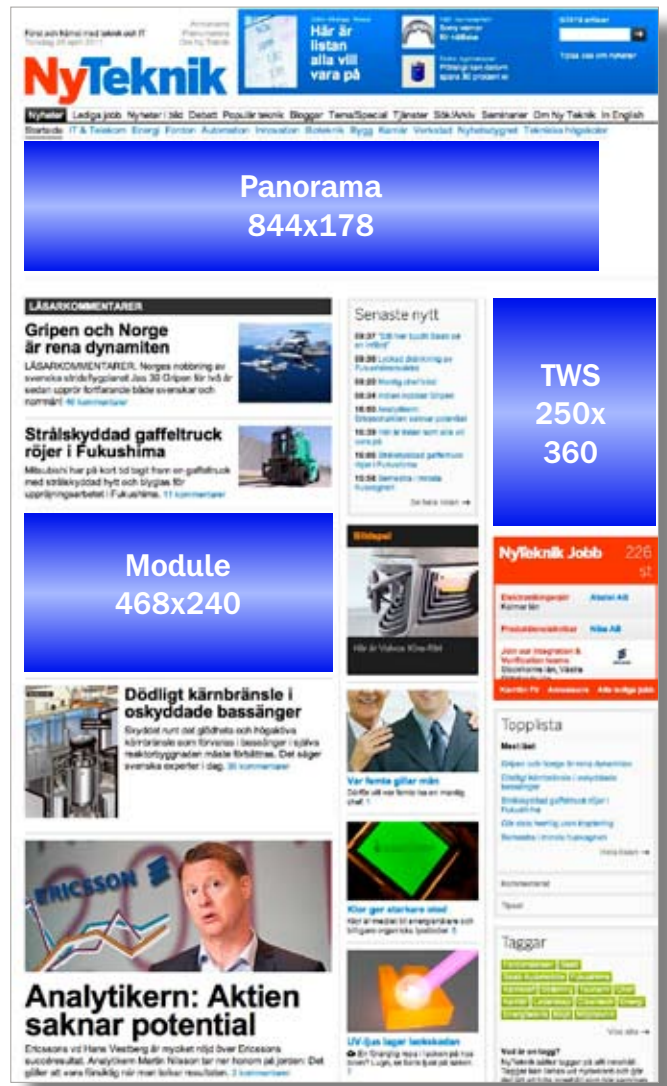
For current figures go to www.nyteknik.se/annons

Banners

Format	Max. format (Pixels)	CPM
Panorama:	844x178	300
TWS:	250x360	200
Module:	468x240	200

Special formats Price available on request

All prices are based per week, excluding tax /V.A.T. All prices are in SEK. For more advertising information, please visit: www.nyteknik.se/annonsera



Newsletters



		Subscribers (week 19)	Panorama 690x100	Module 468x240	Mini-banner 200x175
Daily	Daily newsletter	45 806			
	IT/Telekom	12 784			
Weekly	Automation	9 947			
	Energy	7 943			
	Career	6 907			
	Fordon	7 724			

1 SEK/ subscriber

(contact sales department for daily rate)

Specifikation www.nyteknik.se

Weight

Web: max 50 kb

Newsletter: max 15 kb

Formats

If you want to use a Flash advertisement, you must send a back-up gif or jpeg for those browsers that cannot display Flash advertisements.

Copy dates

In order to be able to test the banners we need to have them at least three workingdays in advance. For creative banners it is eight days.

- **OBS! Animated banners do not work in Outlook 2007!** For that reason we recommend static banners in GIF or JPG for the newsletters!
- There will be an extra surcharge of 15% for frequency capping.
- Higher weight, please contact us.
- We are open for creative solutions.

**Send digital material to:
webbtraffic@talentum.se**

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