



## Media Kit Båtbørsen 2010

Båtbørsen is a magazine where you can buy, sell and trade boats and other maritime equipment. Båtbørsen launched its first magazine in 1989 and have since then become an industry leader.

Our target group are resourceful persons from the age of 14 years and up who either want to purchase a boat or maritime equipment or just like to keep them selves oriented what is available in the market at any given time or simply just dream about what their next boat will look like.

Båtbørsen is published with 18 issues a year.

Our Internet issue is updated daily with new boats.



**Advertising rates**

Measurement in mm		Prices in NOK
1/1 page 90x277		6.500
1/2 p.high 93x277		4.500
1/2 p. wide. 190x138		4.500
1/3 page 90x190		3.750
1/6 page 85x90		1.750
3/4 page 190x183		5.500
1/4 page 93x138		2.500
Back cover		8.000

**“Serviceguiden”**

”A cheaper advertising alternative.”

Measurement in mm	Prices in NOK
Module 1 85x90	850. -
Module 2 95x70	600. -

**Discount**

Frequency	Frequency Discounts
1-4	0%
5-9	10%
10-15	15%
16-18	20%

We can make your ad for you based upon an hourly rate of NOK 600. -  
Contact us for specific offer for your advertisement

### **Ordering / Cancellations**

**Ordering deadline:** No later than 3 weeks before publishing.

**Cancellation deadline:** 3 weeks before publishing.

Cancellations will not be accepted after closing the deadline.

### **Complaints**

Complaints must be done in writing within 30 days of the publishing date of the ad.

### **Material Delivery**

#### **Format**

Advertisements must be delivered in PDF format.

Technical specification:

The PDF file must be made in High Quality **C M Y K**

### **Method of delivery of advertisement for publication.**

#### **E-Mail**

The PDF file can be sent by e-mail to us. Please contact us for the e-mail address.

For further specifications, please contact us.

**VAT will be added on to all the prices**

## Båtbørsen Internet Web Site

There is also an opportunity to advertise on our Internet site at [www.batborsen.no](http://www.batborsen.no)

### Banner advertising

Båtbørsen has developed their own banner ad system tailor made for our advertisers.

From this system our advertisers can among several features

- Multimedia advertising
- Only pay when the ad is shown
- Direct link to the advertisers homepage
- Own account with statistics
- And more

#### Sponsored lenker

[Legg inn din annonse](#)

4 uker gratis med bilde

<http://www.batborsen.no>

[Din annonse her?](#)

Her kan du annonsere

under disse sidene

Prøv idag

<http://www.batborsen.no/rekl/>

### Advertisement types

Name	Type	Views	NOK	
Top banner	On top of the page	100 000	5 000.00	<input type="checkbox"/>
Sponsored Links	Text Ads	50 000	3 600.00	<input type="checkbox"/>
Page banner	Banner on the page	150 000	6 500.00	<input type="checkbox"/>

**\*Prices are subject to change without notice.**

## Yacht brokers and dealers and other professionals

The Yacht dealers and other professionals can register themselves and maintain their advertisement (boats) themselves.

- Self registering
- Link to own homepages
- And more

<u>Junior with 20 advertisements a month</u>			
3 months	NOK 1.500,-		
6 months	NOK 2.500,-		
12 months	NOK 3.500,-		
<u>Regular with 40 advertisements a month</u>		<u>Senior with unlimited advertisements</u>	
3 months	NOK 1.800, -	3 Months	NOK. 2.100, -
6 months	NOK 2.700, -	6 months	NOK 3.000, -
12 months	NOK 4.000, -	12 months	NOK 5.000, -

**\*Prices are subject to change without notice.**

For further specifications or questions, please contact us.

**VAT are included when the advertiser uses the web service**

## General Advertising Terms

### General Information

Cover Price: NOK 45, -

### Scheduling Requirements

Rates quoted in this rate card are based on the advertiser providing the specified material required.

### Positioning of Advertisements

Forlaget Båtbørsen AS shall have full positioning latitude on all advertisements.

### Rejection and Editing of Advertisements

Forlaget Båtbørsen AS may, at its sole discretion, edit, classify, reject or cancel at any time any advertising submitted by advertiser.

### Liability of Errors

Forlaget Båtbørsen AS assumes no liability for any advertisement.

### Payment

Payment is due upon 14 days after the receipt of invoice. In the event that the advertiser fails to make timely payment, Forlaget Båtbørsen may immediately cancel all orders for advertising. Advertiser shall be responsible for any production or creative services rendered regardless of cancellation of ad.

All advertising rates provided by Forlaget Båtbørsen AS are based on invoice payment by bank transfer.

### Ownership

All advertisement copy that represents the creative effort of Forlaget Båtbørsen AS and/or the utilization of creativity, illustrations, labour, composition remains the property of Forlaget Båtbørsen AS.

Any reproductions, in whole or in part, of an advertisement for use in any other medium without the express written consent of Forlaget Båtbørsen AS is prohibited and can subject of volitions of the copyright law.

All content in the magazine and on website(s) operated by Forlaget Båtbørsen AS are covered by copyright laws.

## General Advertising Terms Internet

### **Internet advertising**

#### **Payment**

Payment is due when registering advertisement. Advertiser shall be responsible for any production or creative services rendered from Forlaget Båtbørsen AS regardless of cancellation of ad.

#### **Liability of Errors**

Forlaget Båtbørsen AS assumes no liability for any advertisement nor website availability.

#### **Terms of Service**

Forlaget Båtbørsen cannot guarantee that the Internet services will be free of interruption or technical faults. The Internet service is provided “as is” without any warranty of any kind.