

 70,000  
visitors  
each week

# Media Plan 2012

Internet Advertising, tu.no

WWW.TU.NO

**TEKNISK**  
UKEBLAD

# Facts on tu.no

**Our website brings you the latest news from Norway's key technology sectors, as well as useful consumer and career information.**

Teknisk Ukeblad has a dynamic news team that follows developments hour by hour. This makes [tu.no](http://tu.no) stronger than ever, and a real alternative for commercial advertising aimed at technology and business, or for those who want to reach people educated or interested in technology as consumers.

**400,000**  
page views



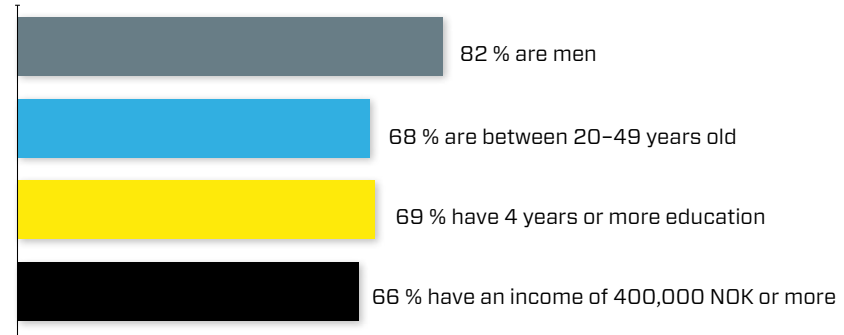
[tu.no](http://tu.no) has recently experienced a sustained growth in the number of visitors and page views.

On average there are around 70,000 weekly unique visitors.

Teknisk Ukeblad is available as app for iPhone, iPad and on the Android platform, as well as a downloadable PDF on the Internet news stand ([buyandread.com](http://buyandread.com)).

## Who are our readers?

The typical user on [tu.no](http://tu.no) is a decision maker, affluent and interested in technology. [tu.no](http://tu.no) has around 70,000 unique visitors and about 400,000 page views each week.



Source: Norsk Gallup – TNS Metrix statistics, September 2011

## Leaders are strongly represented

27,000 leaders visit [tu.no](http://tu.no) each week.

# Norways largest website within technology

 **27,000**  
leaders  
each week

## Business sectors

On [tu.no](#) you can advertise within one or multiple business sectors. This way you can target people with interest in the relevant field. By advertising within one sector page, the advertisement will reach your target group.

E.g. if you advertise within the Energy sector, the advertisement will appear on all news / articles related to Energy on [tu.no](#)

## Job and career

[tu.no/jobb](#) is the only website for job seekers and employers with positions only for engineers, civil engineers and others with higher science education. Here you can also find relevant articles on job, career and education.

- 85 % of our visitors on [tu.no/jobb](#) have 4 years or more education.
- 58 % of readers on our job and career pages want to change their job.

Source: User Survey on [tu.no/jobb](#)

**tu.no** offers both regular weekly prices and **view-based pricing of our banners. On regular banners you can choose either 25, 50 or 100 % of our total views.**

View-based banners mean that you only pay for each time the page containing your ad is viewed. With this system you can choose the intensity of your advertising campaigns, e.g. many displays over a short period or spreading them out over a longer period of time. Regardless, you only pay for the agreed and documented volume.

This opens for new and more flexible ad placements on our website. You can expose yourself on the front page or follow specific business sectors. This way you can target your message to the audience you are most interested in reaching. We also offer rolling banners, with fixed pricing both on the front page and our business pages.

**70,000**  
unique visitors

# Ad formats and prices

Place	Format	View-based banner	Fixed pricing	25 %	50 %	100 %
1	Top banner <b>980 x 150 pix</b> max 50 kB	0.30 NOK per view	Please contact us for information about fixed pricing.			
2	Top banner <b>200 x 150 pix</b> max 29 kB	0.15 NOK per view	1 week	6,200 NOK	11,000 NOK	20,000 NOK
			2 weeks	11,000 NOK	20,000 NOK	35,000 NOK
			4 weeks	20,000 NOK	35,000 NOK	61,000 NOK
3	Middle banner <b>600 x 150 pix</b> max 39 kB	0.20 NOK per view	1 week	10,000 NOK	15,000 NOK	26,000 NOK
			2 weeks	15,000 NOK	26,000 NOK	45,000 NOK
			4 weeks	26,000 NOK	45,000 NOK	77,000 NOK
4	Skyscraper <b>180 x 500 pix</b> max 39 kB	0.30 NOK pr view	1 week	10,000 NOK	15,000 NOK	26,000 NOK
			2 weeks	15,000 NOK	26,000 NOK	45,000 NOK
			4 weeks	26,000 NOK	45,000 NOK	77,000 NOK
6	Netboard <b>468 x 400 pix</b> max 39 kB	0.20 NOK pr view	1 week	10,000 NOK	15,000 NOK	26,000 NOK
			2 weeks	15,000 NOK	26,000 NOK	45,000 NOK
			4 weeks	26,000 NOK	45,000 NOK	77,000 NOK

## Contextual advertising

We now also offer contextual advertising – a targeted advertising method that is suitable for use in connection with marketing of specific products and services.

## Other advertising opportunities

For more information about pricing and other advertising opportunities on [tu.no](http://tu.no), please contact one of our Internet sales representatives or your regular contact at Teknisk Ukeblad.

Place	Format	Fixed pricing	
<b>5 / Fixed banner</b>	<b>180 x 500 pix</b> max 39 kB	Front page	3,000 NOK per month 27.000 NOK per year
		Business pages	1,000 NOK per month 9.000 NOK per year
<b>Insert ads</b>	<b>600 x 200 pix</b> max 29 kB	Front page	10,000 NOK per week
<b>Newsletter ads</b>	<b>768 x 150 pix</b> max 39 kB	Monday–Thursday	4,000 NOK per day
		Friday	5,000 NOK per day
		1 week	14,000 NOK per week

**NOTE!**  
 If you want us make the ad for you, the material must be delivered 1 week prior to publication.

All prices are excl. taxes.

### Insert advertisement

Insert ads are banner designed as articles where three advertisers rotate between three different messages.



**Kompakt kjøretøy-PC**  
 Funksjonsrik, intelligent og vifteløs...  
 Les mer >>

**OPS panel-PC**  
 Plassbesparende digital signage løsning...  
 Les mer >>

**Stillestående medisinsk PC**  
 Pålitelig løsning for kliniske informasjonssystemer...  
 Les mer >>

Annonse fra Data Respons

### Newsletter – minimum 56,000 recipients daily

Make your self visible through the newsletter that is sent out daily to our network of engineers, civil engineers and technical managers in the private and public sectors. Common for our recipients is their interest in technology and business. Our newsletter contains the most important news and latest from the technology sector in the Norwegian industry. We offer ad placement in the newsletter at very affordable prices.

Our newsletter is sent out to:

- approx. 56,000 recipients, Monday–Thursday.
- approx. 66,000 recipients, Friday.
- approx. 290,000 recipients, weekly.



# Contacts and material



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## Material specifications

Avoid spaces and the letters æ, ø og å in the filename.

File format Internet ads: GIF, JPG or rich media (Flash and HTML).

File format Newsletter ads: GIF, GIF, JPG or text advertisement.

Link (URL) to the ad must be attached.

Links in HTML ads must open in a new window (\_blank).

Flash ads must include a clickTAG.

Ads including sound should be restricted and used wisely, we reserve the right to approve / deny ads with sound.

## Material deadline

GIF and JPG: Normaly Friday at 14.00 hours.

Rich media (Flash and HTML): Normaly Thursday at 14.00 hours.

Special concepts: Normaly 1 week, but we reserve the right to extend the deadline according to complexity.

## File transfer

You can send material up to 25 MB to [banner@tu.no](mailto:banner@tu.no) or directly to your contact person.

For further information see [annonser.tu.no](http://annonser.tu.no)

# Subscribe to Teknisk Ukeblad

SMS  
code  
TU to  
2007

## You can easily subscribe in the following ways:

- Send SMS code **TU** to **2007**
- Go to [tu.no/abonnere](https://tu.no/abonnere)
- Send e-mail to [kundeservice@tu.no](mailto:kundeservice@tu.no)
- Contact customer service by phone **23 19 93 00**

## Prices:

1,590 NOK for 1-year subscription (42 issues).

990 NOK for half-year subscription.

All members of Tekna, Nito and Polyteknisk Forening receive subscriptions to Teknisk Ukeblad included in their member benefits.



**Catharina B. Stray**

Subscription Manager

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Phone +47 928 39 141

**Tekna** – The Norwegian Society of Graduate Technical and Scientific Professionals has over 58,000 members and is the union of professionals with a master's degree or equivalent in science or technology. 72 percent of members are civil engineers, and nearly 80 percent work in the private sector.

**NITO** – The Norwegian Society of Engineers and Technologists is the largest owner associations with 68,000 members. NITO trains engineers and technologists with both bachelor's and master's degree, and others who have acquired equivalent qualifications.

**Polyteknisk Forening** – The Norwegian Polytechnic Society has around 3,300 members and is the nation's leading civil forum for public debate. The association is open, neutral and professional, positioned at the intersection between public, private and other sectors of society.

## **Teknisk Ukeblad Media AS**

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WWW.TU.NO

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