

Web Technical Terms and Conditions

HTML5 banner

- HTML5 advertisement must be in a correct HTML format, and all HTML5, CSS and JavaScript features may be used; must not contain a clickTAG.
- Please send your advertisement file for testing at least 2 days before the advertisement is displayed, and 3 days in case of advertisements in an HTML5 format.
- We recommend converting fonts to curves (outlines).
- HTML advertisement must be responsive. For this, both height and width parameters must be set to 100%.
- HTML5 advertisements, created by the programs (Edge, Swiffy and GWD) must also be subject to the requirements set out above.
- Web environments of Äripäev AS display banner advertisements in GIF, JPG or HTML5 format.

Video banner

- Video banner is in MP4 or FLV format with capacity up to 2 MB.
- Only 1 video banner is displayed simultaneously on the website.
- If necessary, Äripäev AS will help convert AVI, MPG or

WMV files into FLV format.

- Recommended length of the video is 30 seconds (by a special agreement, it may be shorter/longer).

Newsletter

- Newsletter displays banner advertisements in JPG format.

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aripaev.ee/incoming/Rekl • ftp@aripaev.ee

Please download the compressed HTML5 files (zip) to the cloud computing environment.

Äripäev AS reserves the right not to publish and reject advertisements that do not comply with the Advertising Act, the good morals and customs of publishing or are a major impediment to published content (articles, photographs, other services) consumption.

Äripäev AS reserves the right not to publish advertisements that mimic the design of Äripäev Online websites and the presentation of news headlines.

Äripäev AS will not be liable for technical or content-related errors by third parties.