

PRICE LIST

PRISLISTA

- BANNERS
- PRE-ROLLS
- BANNER IN VIDEO
- SPONSORED ARTICLES
- NEWS LETTER ADS
- SPECIFICATIONS AND INFORMATION

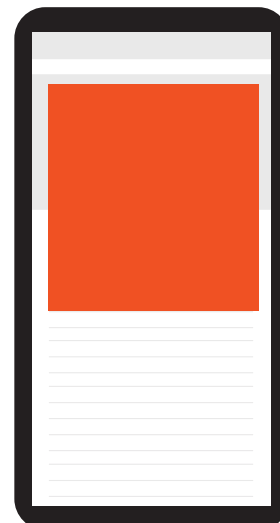
PRICES IN SWEDISH KRONA (SEK).

BANNERS

JPG, GIF, PNG, JavaScript, HTML5 & MP4

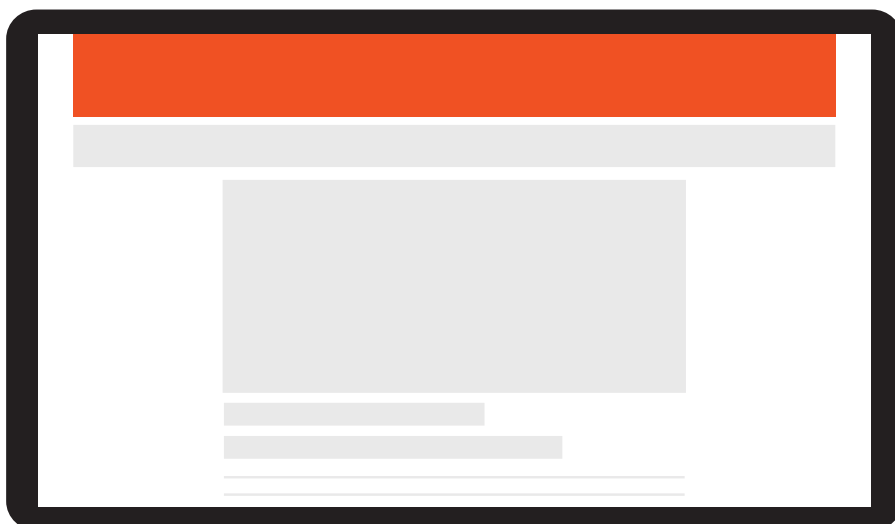
TOP SCROLL

CPM 1100 SEK | SIZE 2560x1440 px & 812x812 px | MAX WEIGHT 200 KB



TOP BANNER | PANORAMA

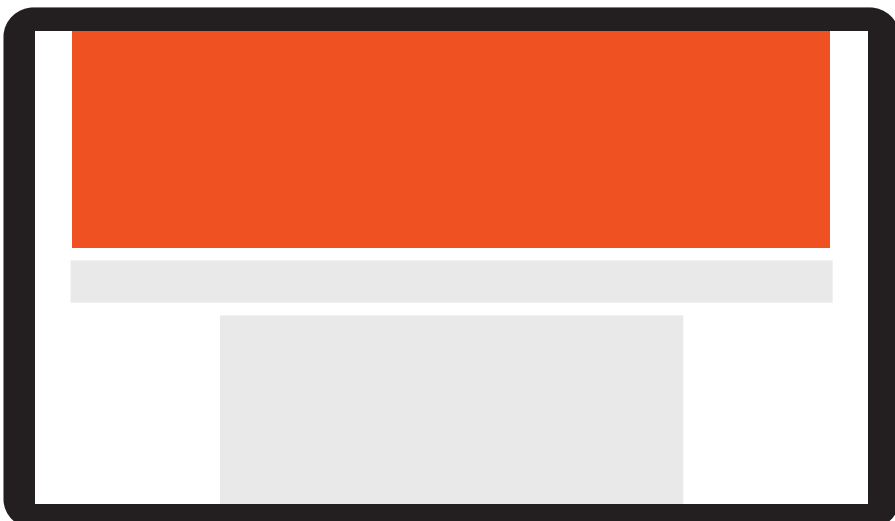
CPM 240 SEK | SIZE 1400x300 px & 320x320 px | MAX WEIGHT 99 KB



(Vi kan ta emot IAB standard 980 x 300 px som alternativ | We can accept IAB standard 980 x 300 px as an alternative). Video tilläggskostnad på 10% | 10 % additional cost for video

TOP BANNER LARGE | PANORAMA LARGE

CPM 250 SEK | SIZE 1400x400 px & 320x480 px | MAX WEIGHT 99 KB

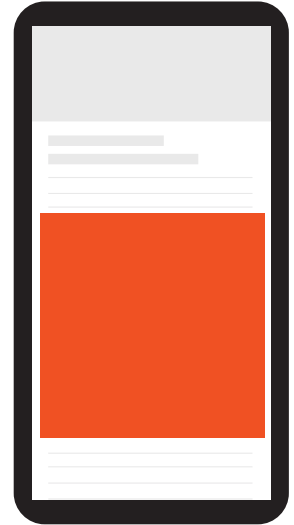


BANNERS

JPG, GIF, PNG, JavaScript, HTML5 & MP4

INSIDE | INSIDA

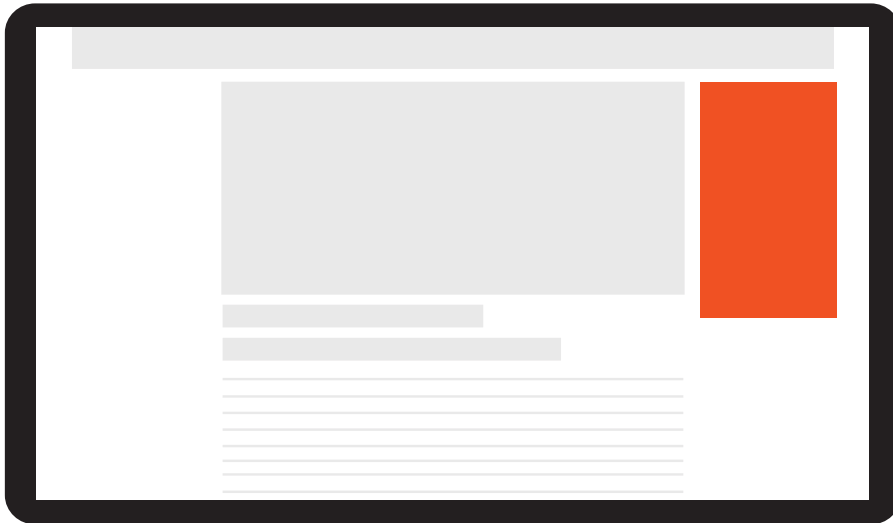
CPM 200 SEK | SIZE 640x360 & 320x320 px | MAX WEIGHT 70 KB



Video tilläggskostnad på 10% | 10 % additional cost for video

OUTSIDE LARGE | UTSIDA STOR

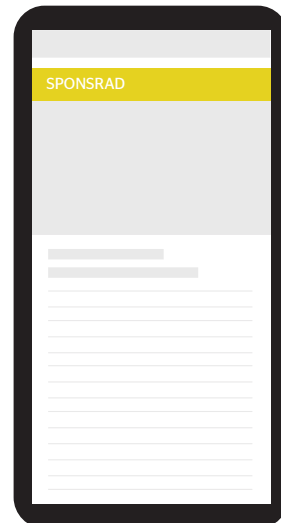
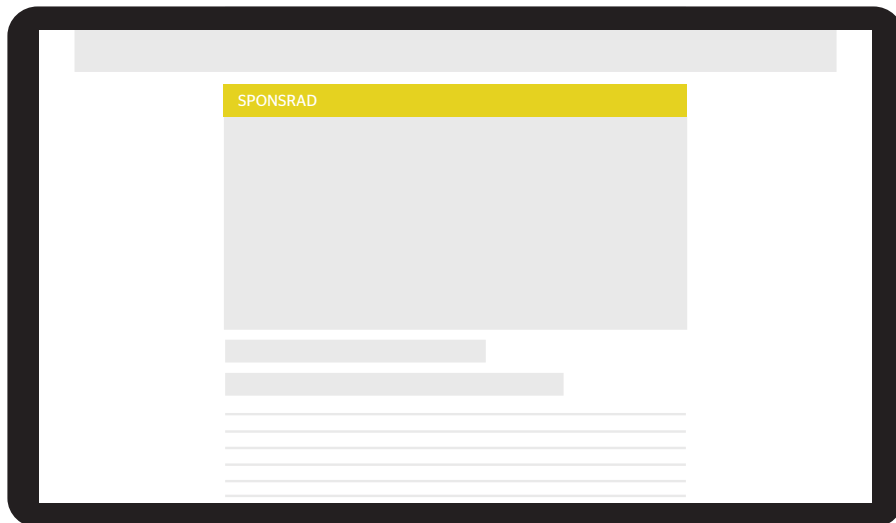
CPM 200 SEK | SIZE 300 x 600 px | MAX WEIGHT 60 KB



SPONSORED ARTICLE

SPONSORED ARTICLE | SPONSRAD ARTIKEL

15 000 SEK | SIZE 1920x1080 px | 4000 LETTERS - INCLUDES ONE NEWSLETTER



ADDITIONAL INFORMATION | YTTERLIGARE INFORMATION

The sponsored article is fixed on one of the top three positions of Hamnen.se's start page for one week. The article itself is available at Hamnen.se for two weeks.

Den sponsrade artikeln ligger fixerad på en av de tre översta positionerna på Hamnen.se's startskida under en vecka. Själva artikeln är tillgänglig på Hamnen.se under två veckor.

VIDEO ADS

MP4

PRE ROLL 5 SEC | PRE ROLL 5 SEK

CPM 570 SEK | SIZE 1920x1080 px | MAX WEIGHT 2 MB



PRE ROLL 10 SEC | PRE ROLL 10 SEK

CPM 870 SEK | SIZE 1920x1080 px | MAX WEIGHT 4 MB



BANNER IN VIDEO 5 SEC | BANNER I VIDEO 5 SEK

CPM 300 SEK | SIZE 640x120 px | MAX WEIGHT 99 KB

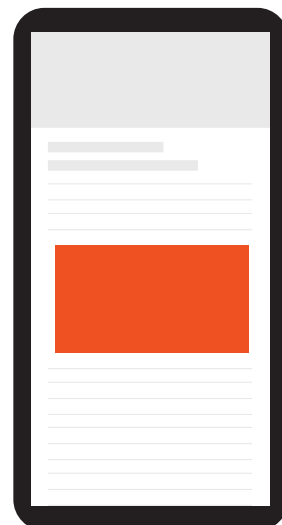


NEWSLETTER NYHETSREV

JPG, GIF & PNG

NEWS LETTER | NYHETSREV

PRICE 4200 SEK | SIZE 640x360 px | MAX WEIGHT 99 KB



SPECIFICATIONS AND INFORMATION

AD INFORMATION

Delivery

Material must be delivered at least four (4) days before campaigning start.

- All ads must adhere to our specified weights, dimensions, formats and deliver on time.
- The ad producer is responsible for the functionality and design of the material. Ads that interfere with editorial content or cause technical problems are removed from the page.
- The material must not be designed in such a way that the advertisement can be mistaken for editorial content.
- Hamnen.se reserves the right to approve the advertisement.

If material is delivered late, the planned start date and space cannot be guaranteed.

If the advertiser has advertisement ideas that fall outside the scope of this specification, they are welcomed to contact the advertising department at Hamnen.se. Anything that falls outside this specification is considered to be special ads and therefore requires advance approval and longer delivery time.

Send the material to: ad@hamnen.se.

When delivering the material, please provide the following information:

- What the advertiser and campaign material is for
- Start and end date
- Landing URL (s) (ad link)
- Contact person and information.

Max weight

The max weight of a creative relates to the initially downloaded total file size.

Sound - banner ads

The sound must be activated by the user. The default is sound off/mute.

Browsers

The ads must be able to work in all current versions of the listed browsers. The functionality is to be tested and ensured by the ad producer: Mozilla Firefox, Safari, Google Chrome, Microsoft Edge & Opera.

Links (URL)

Links are always opened in a new window: `target="_blank"`.

Third party

We strive to measure clicks on all advertisements delivered via third parties.

Ad Server

Hamnen.se use Google Ad Manager.

HTML5

All ads should be thoroughly tested by the ad producer. Kaptén Media/Hamnen.se does not have the opportunity to test or correct incorrect ads. Keep in mind: If a campaign has multiple (html5) ads it is important to give each image unique names to ensure that each ad(code) requests the correct image.

Contact

If you have any questions regarding material please contact us at Kaptén Media AB/Hamnen.se.

ad@hamnen.se

+46(0)708-634 071

SPECIFIKATIONER OCH INFORMATION

ANNONSINFORMATION

Leverans

Material ska vara levererat senast fyra (4) arbetsdagar före kampanjstart.

- Alla annonser måste hålla sig till våra angivna vikter, mått, format och levereras i tid.
- Annonssproducenten ansvarar för materialets funktionalitet och utformning. Annonser som stör det redaktionella innehållet eller orsakar tekniska problem tas bort från sidan.
- Materialet får inte utformas på så sätt att annonsen kan misstas för redaktionellt innehåll.
- Hamnen.se förbehåller sig rätten att godkänna annonsen.

Observera att vid sen materialleverans kan inte önskat startdatum eller plats garanteras.

Om annonsören har annonsidéer som faller utanför ramarna för denna specifikation går det bra att kontakta annonsavdelningen på Hamnen.se. Allt som faller utanför denna specifikation betraktas som specialannonser och kräver därmed godkännande i förväg och längre leveranstid.

Materialet skickas till ad@hamnen.se.

Ange följande information när ni levererar materialet:

- Vilken annonsör och kampanj materialet avser
- Start- och slutdatum
- Landnings URL/er (annonslänk)
- Kontaktperson och uppgifter.

Maxvikt

Maxvikten avser total nedladdad vikt till besökarens dator.

Ljud - banner-annonser

Ljudet måste aktiveras av användaren. Standard är ljud av/mute.

Browsers

Annonserna ska fungera i alla aktuella versioner av följande webbläsare, vilket testas och säkerställs av annonsproducenten: Mozilla Firefox, Safari, Google Chrome, Microsoft Edge & Opera.

Länkar (URL:er)

Länkar öppnas alltid i ett nytt fönster: `target="_blank"`.

Tredjepart

Vi eftersträvar att mäta klick på alla annonser levererade via tredjepart.

Annonsserver

Hamnen.se använder Google Ad Manager.

HTML5

Alla annonser ska testas noggrant av annonsproducenten. Kaptän Media/Hammen.se har inte möjlighet att testa eller korrigera felaktiga annonser. Att tänka på: Om en kampanj har flera (html5-)annonser är det viktigt att ge varje bild unika namn för att säkerställa att vardera annons(kod) anropar rätt bild.

Särskilda riktlinjer för Hamnen.se: [HTML5_Fusion_Click_Counting.pdf](#)

Kontakt

Om du har frågor angående material hör av dig till oss på Kaptän Media AB/Hammen.se.

ad@hamnen.se

+46(0)708-634 071

VIDEO UPLOAD AND TRANSCODING SUPPORT

You can upload video content in Google Ad Manager when you create a VAST creative for a line item or for an advertiser. The following video formats are supported:

WebM files - Vp8 video codec and Vorbis Audio codecs

MPEG4, 3GPP and MOV files - Typically supporting h264, mpeg4 video codecs, and AAC audio codec

AVI - Many cameras output this format - typically the video codec is MJPEG and audio is PCM

MPEGPS - Typically supporting MPEG2 video codec and MP2 audio

WMV

HLS - (HTTP Live Streaming) Adaptive bitrate standard for live stream video events

Ad Manager allows uploads of video files up to 512 MB.*

During the transcode process, Ad Manager normalizes audio to industry standard levels. For Ad Manager hosted creatives, mono, stereo, 5.1, and 7.1 audio inputs are supported. Unsupported audio inputs will fail transcoding.

Once a video file is uploaded, Ad Manager transcodes it into as many as nine formats and sizes, depending on the format and resolution of the uploaded video. Transcoded versions are the same or smaller resolutions than the uploaded version.

You can refer to the table and examples below for more information on transcoding.

* Applies to advanced and basic Ad Manager 360 accounts. See video feature availability for all publisher contracts.

Due to the nature of transcoding, the following may not necessarily be the same as the original:
Video length: If you rely on an exact video length, use the length after transcoding. Video files with a duration shorter than 0.3 seconds are considered invalid and are not transcoded.
Video output bitrate: This may be lower than the uploaded asset. When the uploaded asset is less complex (for example, contains a lot of black), encoding the data may require less bytes.

When transcoding is complete, you can remove individual transcodes using the controls in the "Active" column in the Settings tab of the creative.

Container/video codec	Output resolution range	Maximum video+audio bitrate (kbps)
3GPP/MPEG-4	320x240	192+64
HLS	256x144 to 1920x1080 5 second segments	Max video: 4 mbps Max audio: 256 kbps
3GPP/MPEG-4	176x144	56 + 24
MP4/H.264	640x360	640+96
MP4/H.264	1280x720	2000+128
MP4/H.264	1920x1080	3500+128
WebM/VP8	480x360 to 854x480	360+96
WebM/VP8	1280x720	2000+128

Example 1

Suppose you upload a 720p (1280x720) video. Ad Manager would transcode the video into all of the above combinations except for 1920x1080 MP4, since that's larger than the original size of the video.

Container/Video codec	Output resolution
3GPP/MPEG-4	320x240
3GPP/MPEG-4	176x144
MP4/H.264	640x360
MP4/H.264	1280x720
WebM/VP8	854x480
WebM/VP8	1280x720
HLS	256x144 426x240 640x360 854x480 1280x720

Example 2

If you were to upload a 640x360 video, you'd get the following output:

Container/Video codec	Output resolution
3GPP/MPEG-4	320x240
3GPP/MPEG-4	176x144
MP4/H.264	640x360
WebM/VP8	640x360
HLS	256x144 426x240 640x360