



KESKISUOMALAINEN
ksml.fi

Advertising rates

Efficient contacts with very moderate prices.

1. PUBLISHER

Sanomalehti Keski-Suomalainen Plc

Postal address: P.O. Box 159, FIN-40101 Jyväskylä, Finland
Street address: Aholaidantie 3, Jyväskylä, Finland
Telephone: +358 14 622 000
Telefax: +358 14 622 417 or 622 394
Business hours: Mon-fri 8.30 – 16.00, Saturdays closed
Advertising: Sales Manager Harri Öörni
Advertising Sales: Eija Husu, Kirsi Kautto, Anne Selonen, Terhi Vallas, Jani Ylönen
Advertising traffic: Virpi Pulkkinen
Marketing Director: Sylvi Laitinen
Editor and Managing Director: Pekka Mervola
Political standing: Neutral
Membership: The Finnish Newspaper Publishers' Association, IFRA
Applicable agreements and recommendations: Recommendation for trading practice in advertising,
Display regulations

2. CIRCULATION AND READERSHIP

Circulation: 74 945 on January 2008, Official circulation survey by the Finnish Audit Bureau of Circulation
Readership: 174 000 readers, National media survey 2007/2008 by KMT
Coverage: 70% in province of Central Finland by the Finnish Audit Bureau of Circulation

3. DISPLAY RATES 1.1.2009

Prices quoted exclusive of VAT 22%				
EUR/ cmm	Weekdays		Weekend days	
	b/w	colour ^{*)}	b/w	colour ^{*)}
Front Page (2x200 modules)	3.00	3.55	3.15	3.80
After text pages**	2.00	2.70	2.20	2.85
Recruitment and Education Rates	2.75	3.40	3.00	3.60
Extra Pages, for example Travel Pages	2.35	2.35	2.35	2.35
Text Pages	2.45	3.05	2.60	3.20
Back Page	2.60	3.20	2.80	3.40

^{*)} Prices for colours in the four colour series.

^{**)} Classified ads weekdays 2.00/2.70, weekend days 2.20/2.85.

Sunday rates are also applied on Finnish public holidays such as 1 May and 6 December.

PUBLICATION DATES AND COPY DEADLINES

Keski-Suomalainen is published seven days a week.

Print ready digital material must be at the Keski-Suomalainen office by 10 a.m. on the day prior to publication. Unfinished material must be consulted before.

4. TECHNICAL CHARGES

Costs arising from producing or working display material are charged according to the scope and nature of the work. If the material is delivered in digital form ready for publication, there is checking charge Euro 5. If difficult material then cost is Euro 80/hour.

5. DISCOUNTS

DISCOUNTS ON RATES QUOTED ABOVE

Repeat discount 20%

is allowed if the same, unchanged advertisement is published again within 7 days from the first publication. Discount does not apply to the first publication or special rate advertisements.

Campaign discounts

Discounts based on volume, for several half or full page advertisements.

Net prices for campaigns or volume for longer period differ from normal rate prices and need a contract from both sides. Special campaign rates for publication of the same advertisement in several Finnish newspapers. For further information, please contact our Advertising Department.

The following pairs of discounts are mutually exclusive: Advertising agency discount and volume discount, discount for an advertisement published in several newspapers and volume discount, repeat discount and campaign discount.

The advertising discount must be negotiated before. If ready for publication, discount is counted before VAT 22%.

No discounts allowed for business directory, clubs and societies section or on technical charges.

6. RESERVATIONS AND CANCELLATIONS

Colour and specific position advertisements must be reserved in advance. Cancellations must be notified according to deadlines, i.e. for displays in a specific position, front or back page, 7 days prior to publication date at the latest. Cancelled advertisements which have already been made up are charged on the basis of an hourly rate of EUR 80 for the work done. For late cancellations, a minimum of 50% of the price is charged for an advertisement of booking already made.

Any changes in display rates are given in writing. The changes will come into force on the date stated in the price list and also apply to prior bookings.

Any surcharges due to law or authorities' action increase the display rates correspondingly from their effective date. These increases apply to prior bookings. Checking copies are not sent from minor ads.

7. LIABILITIES AND CLAIMS

All accepted advertisements will be published on the specified dates if possible. If the advertisement can not, however, be published due to productional or other reasons related to our operations (e.g. strike) or due to the customer's actions, KeskiSuomalainen is not liable for any possible damage or loss arising to the customer.

KeskiSuomalainen's liability for an unpublished advertisement or erroneous display is limited to refunding the payment.

Claims for an erroneous or unpublished advertisement must be made within 8 days from the publication date or intended publication date.

8. TECHNICAL DATA

Printing area

8 columns, column height in the text and after text positions 510 mm, front page 440 mm and back page 5 columns, column height 510 mm. Paperarea 400 x 560 mm.

Column widths = width of advertising material b/w and four colour material

1 column	44 mm	5 columns	236 mm
2 columns	92 mm	6 columns	284 mm
3 columns	140 mm	7 columns	332 mm
4 columns	188 mm	8 columns	380 mm

Tabloid insert sheet size

6 columns (254 mm), column height 360 mm.

Specifications for advertising material:

Advertisement material must be produced for newspaper printing method (for coldset newsprint). All advertising material to be published in newspaper must be in ready-to-newsprint PDF format. When creating PDF-files, we recommend using **High Quality Print** -Adobe PDF Settings (in Acrobat Distiller or in graphics software).

A more detailed Digital Advertisement Material Guidelines -PDF file can be found at:

www.ksml.fi/mediamynti/english/

Linetransfer communications: E-mail:
marketing@keskiSuomalainen.fi

For further information about technical issues, please contact Juha Ruotsalainen, tel. +358 14 622 325 or via email; juha.ruotsalainen@keskiSuomalainen.fi

E-mail: marketing@keskiSuomalainen.fi
Fax: +358 14 622 394

Printing method

Four colour offset rotary printing, newsprint.

Printer

Lehtisepät Plc, Jyväskylä, Finland

9. PAYMENTS

Finnish bank accounts:

Nordea IBAN FI29 1737 3000 0001 19
swift NDEAFIHH

Payments must be made to Sanomalehti KeskiSuomalainen Plc, Advertisements.

10. TERMS OF PAYMENT

We prefer cash payment. Money transfer is the preferable way. (Bankcharge Euro 10. For the mailed checks the bank charges EUR 20.)

The payment must be on our bank account on the day the payment is due.

The advertiser and agent, if applicable, are jointly responsible for payment. Any claims on invoices must be made within 8 days from the date on the invoice.