

# **Sähkömaailma.fi**

ELECTRIC- JA TELECOMMUNICATION SECTOR'S NEWS SITE

**TECHNICAL INFORMATION:**

Banners should be submitted in jpg-format for the website with a maximum size of 300 KB and for the newsletter with a maximum size of 500 KB.

Avoid using very thin cuts and small font sizes in the banner texts.

The banners will be visible on both the homepage and all subpages, and display and click statistics will be collected from them.

**ADVERTISING SALES:**

Johannes Finne  
Tel. +358 40 922 0973  
johannes.finne@sahkoinfo.fi

**BANNER DESIGN SERVICES:**

Banner graphic design  
100 € / banner + VAT.

Additional work required for banners will be charged separately.

**INFORMATION AND**

**DELIVERY OF MATERIALS:**

aineistot@sahkoinfo.fi

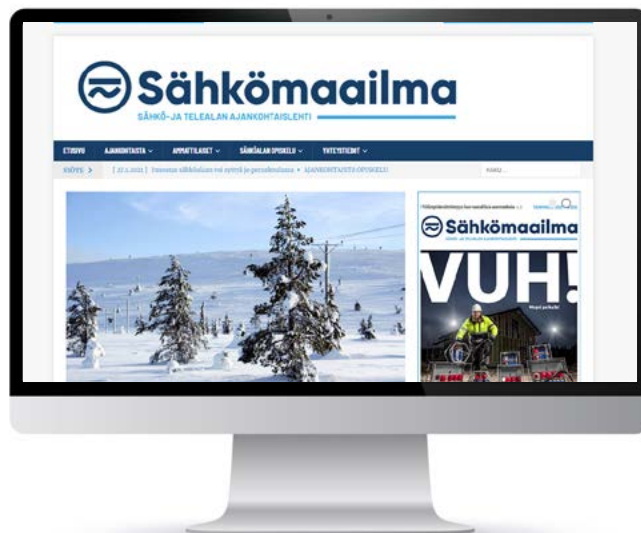
With delivery required information

- material supplier contact information
- The URL-address to which visitors are directed (e.g www.sahkomaailma.fi) and description of the content of the banner (alt-text).

**PUBLISHING FIRM:**

Sähköinfo oy,  
www.sahkoinfo.fi

## **VISIBILITY DIRECTLY TO THE PARADE PLACE OF ELECTRIC SECTOR**



### **Sahkomaailma.fi -news site**

Sähkömaailma.fi is a news portal aimed at professionals in the electrical industry, students, and stakeholders in the real estate and construction sectors. The Sähkömaailma.fi website had approximately 65,000 visitors in 2024.

# SÄHKÖMAAILMA.FI - BANNER AD SIZES AND PRICES 2025

## SÄHKÖMAAILMA.FI -SITE

### THROUGH THE SITE BANNER:

The advertisement will be visible either at the top of the homepage and the bottom of the subpages or at the bottom of the homepage and the top of the subpages. Banners scale responsively according to the device used.



#### PARADE

1 200×300 pxl  
900€ / 2 weeks



#### VERTICAL BANNER

In side block 400×600 pxl  
300€ / 2 weeks



#### HORISONTAL BANNER

In side block 400×267pxl  
200€ / 2 weeks



#### GIANT BOX

In content blocks 750×500 pxl  
500€ / 2 weeks  
The advertisement will be visible either at the top of the homepage and the bottom of the subpages or at the bottom of the homepage and the top of the subpages.

## SÄHKÖMAAILMA.FI -NEWSLETTER

The newsletter will be sent via e-mail on the day the magazine is published to the magazine's subscribers, STUL members and members of member organizations and subscribers of newsletter.

In 2024, the letter was sent to an average of approximately 15,000 recipients.



#### GIANT BOX

1300×600-867pxl, 800€ / sending  
Maximum file size 500 KB.

#### CHANGES TO BANNER AD

##### PRICES AND TERMS:

Banner ad prices and delivery terms are valid until further notice. Sähkömaailma.fi -site reserves the right to make changes.

Changes will be announced one month before they come into force.

##### REFUSAL

Sähkömaailma.fi-site is entitled to refuse to publish a banner ad.

##### LIABILITY FOR ERRORS AND CLAIMS

The advertiser is responsible for ensuring that the banner given to Sähkömaailma.fi -site does not infringe anyone's copyright and

that the banner conforms to laws and decrees.

Sähkömaailma.fi-site will not be liable damages caused by the omission of a banner or for the fact that a banner cannot be put online on the set date.

##### CANCELLATION OF DISPLAY ADDS

The banner must be withdrawn in writing no later than the online date. If the cancellation occurs after the online date, Sähkömaailma.fi-site reserves the right to invoice the entire price of the banner ad.

##### PAYMENTS

Sähköinfo oy,  
Business code 0196590-4

##### PAYMENT TERMS

14 days net. The effective interest rate on commercial contracts determined by the Bank of Finland.

##### BANK

Nordea FI56 1247 3000 0835 89  
Sampo FI92 8000 1200 0588 58

##### PUBLISHING FIRM

Sähköinfo oy  
P.O. Box 55, FIN-02601 Espoo  
Tel. +358 9 547 610

[www.sahkomaailma.fi](http://www.sahkomaailma.fi)