

ON-LINE MEDIA KITS

WWW.DRWAL.NET.PL

WWW.LASPOLSKI.NET.PL



2012

WWW.DRWAL.NET.PL

www.drwal.net.pl portal is a professional source of information about machines, tools and modern forest technologies. It includes up-to-date and practical information for people interested in forestry.

Audience:

- ★ contractors, owners and workers of the forest industry companies
- ★ engineering staff of State Forest
- ★ entrepreneurs connected with forestry
- ★ suppliers of machines and tools for forest industry
- ★ lecturers and students of forestry colleges
- ★ forest experts
- ★ people connected with forest professionally or privately

Topics:

- ★ up-to-date information about forestry
- ★ information about 'Drwal' monthly
- ★ complete archive with collection of all 'Drwal' issues in particular year
- ★ photo gallery which is evaluated and commented by portal's users
- ★ forestry industry events agenda
- ★ the possibility to view and put classified ads for free
- ★ the possibility to subscribe 'Drwal' monthly
- ★ other information connected with forestry

WWW.LASPOLSKI.NET.PL

www.laspolski.net.pl portal is a professional source of information about forestry, forest education and nature protection. It contains up-to-date and practical information for people interested in forestry.

Audience:

- ★ employees of the Polish State Forest Administration – Polish State Forest Administration directors, chief forest inspectors and forest rangers, national parks directors
- ★ entrepreneurs connected with forestry
- ★ lecturers and also students of forestry colleges
- ★ forest experts
- ★ people connected with forest professionally or privately

Topics:

- ★ up-to-date information about forestry
- ★ information about 'Las Polski' biweekly
- ★ complete archive with collection of all 'Las Polski' issues in particular year
- ★ photo gallery which is evaluated and commented by portal's users
- ★ forestry industry events agenda
- ★ the possibility to subscribe 'Las Polski' biweekly
- ★ other information connected with forestry

Advertising rates in portals

WWW.DRWAL.NET.PL and WWW.LASPOLSKI.NET.PL

Advertising formats

Presentation of 'Drwal' and 'Las Polski' formats

A1 Leaderboard

Format 728x90 px up to 50 kB
jpg/png/gif/flash
ROS per week 400 PLN
ROS per month 1200 PLN



A2 Full upper banner

Format 672x100 px up to 50 kB
jpg/png/gif/flash
ROS per week 250 PLN
ROS per month 700 PLN



A3 Full bottom banner

Format 672x100 px up to 50 kB
jpg/png/gif/flash
ROS per week 150 PLN
ROS per month 500 PLN



B1 Button in the left column

Format 120x60 px up to 50 kB
jpg/png/gif/flash
ROS per week 70 PLN
ROS per month 200 PLN



B2 Button in the left column

Format 120x90 px up to 50 kB
jpg/png/gif/flash
ROS per week 80 PLN
ROS per month 250 PLN



Advertising rates in portals

WWW.DRWAL.NET.PL and WWW.LASPOLSKI.NET.PL

Advertising formats

Presentation of 'Drwal' and 'Las Polski' formats

B3 Vertical banner in the left column

Format 120x240 px up to 50 kB
jpg/png/gif/flash
ROS per week 130 PLN
ROS per month 400 PLN



C1 Button in the right column

Format 120x60 px up to 50 kB
jpg/png/gif/flash
ROS per week 80 PLN
ROS per month 250 PLN



C2 Button in the right column

Format 120x90 px up to 50 kB
jpg/png/gif/flash
ROS per week 100 PLN
ROS per month 280 PLN



C3 Vertical banner in the right column

Format 120x240 px up to 50 kB
jpg/png/gif/flash
ROS per week 150 PLN
ROS per month 450 PLN



D1 Top Full banner (full screen banner)

Format 640x480 px, jpg/png/gif/flash
one week 700 PLN
one month 2000 PLN



Other advertising formats

All other advertising formats
Promotional article
Mailing service

for negotiating
for negotiating
for negotiating

Extra rates

Choosing hours or days of the week
Additional requirement

for negotiating
for negotiating

Discount is given individually by our Advertising Department.

Please contact us!

VAT is not included in above prices.

The rules of putting advertisement and other information available on the webpages [WWW.DRWAL.NET.PL](http://www.drwal.net.pl) and [WWW.LASPOLSKI.NET.PL](http://www.laspolski.net.pl)

Banner advertisements' parameters

- ★ Banner advertisements are accepted in the following formats: JPG, PNG, GIF, animated GIF or SWF (flash).
- ★ Banner advertisements' sizes and formats depend on the chosen advertisement module.
- ★ Advertisers are obliged to deliver the URL address to advertisements in all formats to which the redirection will follow after clicking the advertisement banner.
- ★ Advertisements in the SWF (flash) format must handle the clickTag variable. The clickTag layer enables to count the clicks on advertisement banner. The instruction below:

A new layer is created above the previously prepared animation – it is positioned as the highest one.

There is a rectangular area drawn which is converted into a 'button' symbol.

The symbol is set completely transparent.

To the symbol we bind a function call with proper parameters.

ATTENTION! Please, draw your attention to the capital letters in the clickTag variable.

Action Script 2.0 code

```
on (release){
  getURL(_root.clickTag, "_blank");
}
```

```
navigateToURL(req, "_blank");
}else{
  varstrUserAgent:String = String
  (ExternalInterface.call("function(){
  return navigator.userAgent;
  }"))).toLowerCase();
  if(strUserAgent.indexOf("firefox") != -1 ||
  (strUserAgent.indexOf("msie") != -1 &&
  uint(strUserAgent.substr
  (strUserAgent.indexOf("msie")+5,3))>=7)){
  ExternalInterface.call("window.open",
  req.url, "_blank");
  }else{
  navigateToURL(req, "_blank");
  }}}}
```

Action Script 3.0 code

```
var clickTag:String= LoaderInfo
(this.root.loaderInfo).parameters.clickTag;
target_button.addEventListener
(MouseEvent.CLICK, targetUrlHandler);
function targetUrlHandler(e:MouseEvent):void{
  if(clickTag){
    varreq:URLRequest = new URLRequest
    (clickTag);
    if(!ExternalInterface.available){
```

-
- ★ Advertisements in SWF (flash) format cannot include:

1. repeating sounds (in loops),
2. a sound activated automatically (sounds in advertisement banners can only be played after user interaction, for example, by clicking on the element of the sound control or moving the cursor over the advertisement banner area),
3. the code which can read, write or change date on the user's computer (for example, cookie files, flash shared objects),
4. elements generating errors in the user's browser,
5. the number of frames per second (FPS) higher than 25,
6. sewn redirection to the destination site (clickTag handling required).

- ★ Advertisement banners must occupy the whole area of the chosen advertisement module.

- ★ The image visible on the advertisement must be legible, recognisable and relevant to the content. The text in the graphic advertisements must be legible. We reserve the right to reject the graphic advertisements which have low quality or are out of focus.

- ★ Advertisement banners cannot imitate system warnings or website warnings.

- ★ Advertisement banners cannot imitate the outlook of dialog windows, error reports etc. of the operating systems: Windows, Mac and Unix.

Advertising Department of 'Drwal' and 'Las Polski'

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