



MOBIILIPORTAALIDE REKLAAMIPAKETT

November 2008

WHAT IS THE *MOBIILIPORTAALIDE REKLAAMIPAKETT?*

- **The *Mobiiliportaalide Reklaamipakett* allows media buyers to book ad inventory across the EMT, Tele2 and Elisa's mobile portals from one shot**
- **The *Mobiiliportaalide Reklaamipakett* is the answer from Estonian mobile operators to media buyers in order to shed a light on their needs:**
 - **easier media planning**
 - **clearer guidelines and standards**
 - **common metrics and measurement**

WHY DO I NEED THE *MOBIILIPORTAALIDE REKLAAMIPAKETT?*

- It brings a more **powerful brand impact** (multiplies exposure and awareness)
- **Simplifies** the different ad offering across the operators' portals
- **Media planning** becomes **easier** and campaign roll-out becomes more extensive
- Provides **simple ad formats** (already in use today) with very **successful advertising performance**
- As with other types of media, frequency of exposure is critical for building brand equity via mobile advertising
- Mobile advertising provides a **unique vehicle** for introducing new brands that **complement other media selections**

SOME **FACTS ABOUT**
THE *MOBIILIPORTAALIDE REKLAAMIPAKETT*

Top Estonian Sites*

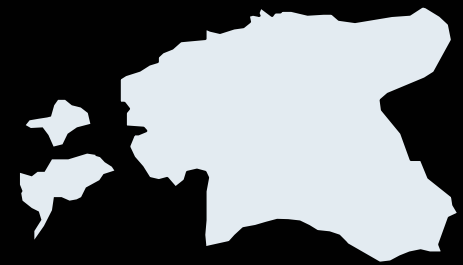
Neti – www.neti.ee	575 000
Google – www.google.com	480 000
Delfi – www.delfi.ee	405 000
Ilm.ee – www.ilm.ee	351 000
Postimees – www.postimees.ee	300 000
Hot – www.hot.ee	288 000
Auto24 – www.auto24.ee	274 000
MSN.com – www.msn.com	263 000
Õhtuleht – www.ohhtuleht.ee	262 000
Hotmail – www.hotmail.com	238 000
Mail.ee – www.mail.ee	212 000
EPL – www.epl.ee	211 000

MOBIILIPORTAALIDE REKLAAMIPAKETT

170 000

- **Mobile penetration in Estonia is above 100% meaning everyone has a mobile phone**
- **The mobile operators' ad package hits +13% of the Estonian population**

100% Estonian population



+13% reach



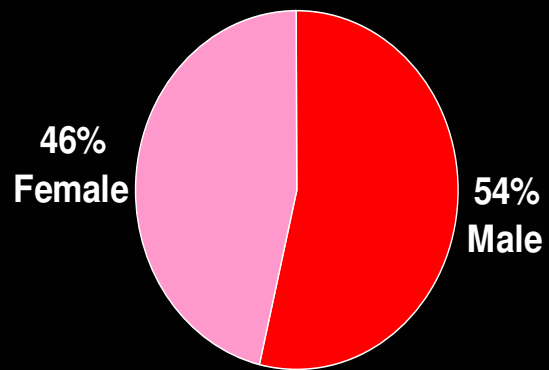
- **Approximately 20% of Estonian operators' customers access the mobile Internet at least once a month, and growing!**
- **At least 60% of the mobile Internet traffic is gathered by operators portals**
- **The *Mobiiliportaalide Reklaamipakett* ads do not overlap amongst the different operators' customer base**
- **Estonian operators' customers surfing on their mobile portals see +2.5M pages per month**

WHICH IS THE ADVERTISING OFFERING?

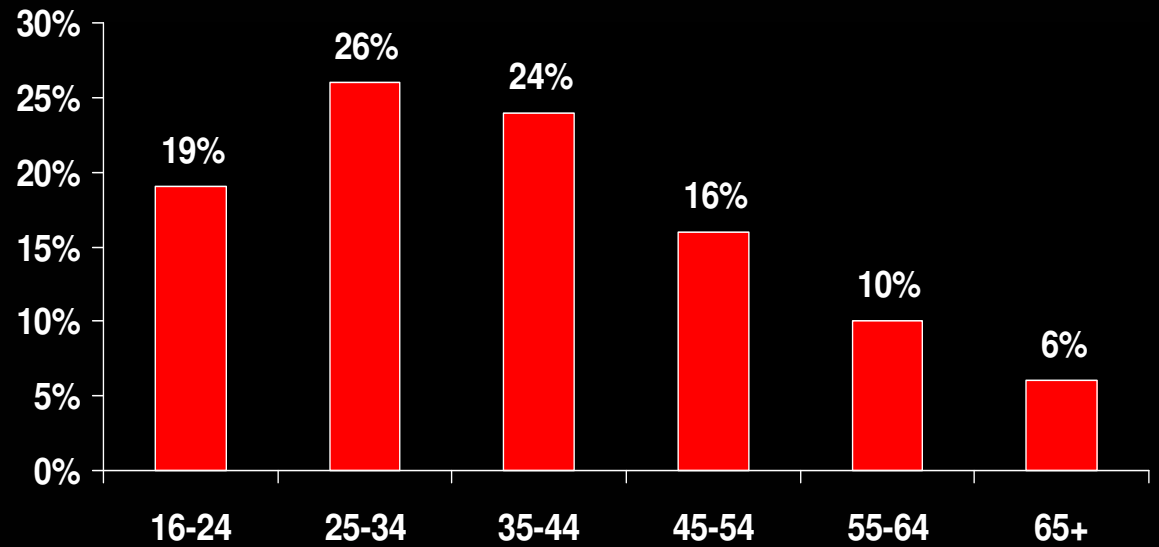
- **+1.5 million** available ad impressions per month
- **Top banner ad zone** across the following common portal sections: **homepage (EE & RU), news, useful, entertainment, chat&date and email**
- **Performance-based perfect for instigating user actions: CTR ranges from 2% to 7%***
- **Value for money: Conversion rates go from 5% to 25%***
- **Similar online advertising analytical metrics with strong reporting features** (impressions, clicks, CTR, etc.)
- **CPM model**

WHO IS THE TARGET GROUP?

Portal Users - Gender



Portal Users - Age Groups



WHAT CAN I ADVERTISE?

- **The *Mobiiliportaalide Reklaamipakett* Guidelines and Standards have been set up to define the exact advertising policies (look for your copy in the USB stick)**
- **Content-wise, "non-family safe" advertisements are not permitted (adult content, violence, weapons, illegal content, drugs, etc.)**
- **Gambling and sport betting ads are only allowed for those entities who are legally entitled to conduct and advertise such activities according to the applicable regulations**
- **Standards-wise, the the *Mobiiliportaalide Reklaamipakett* adheres to the promulgated by the Mobile Marketing Association.**

HOW MUCH IT COSTS?

0.4 EEK per ad = EEK 400 CPM

THINK MOBILE!

THINK MOBIILIPORTAALIDE REKLAAMIPAKETT!

**For further enquiries and booking your campaign,
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