

# *SAS*

## Mediaguide och priser 2025



# WE ARE SCANDINAVIAN



**127**

Aircrafts



**23 million**

Passengers



**8 million**

EuroBonus members



**396 000**

Hours on board



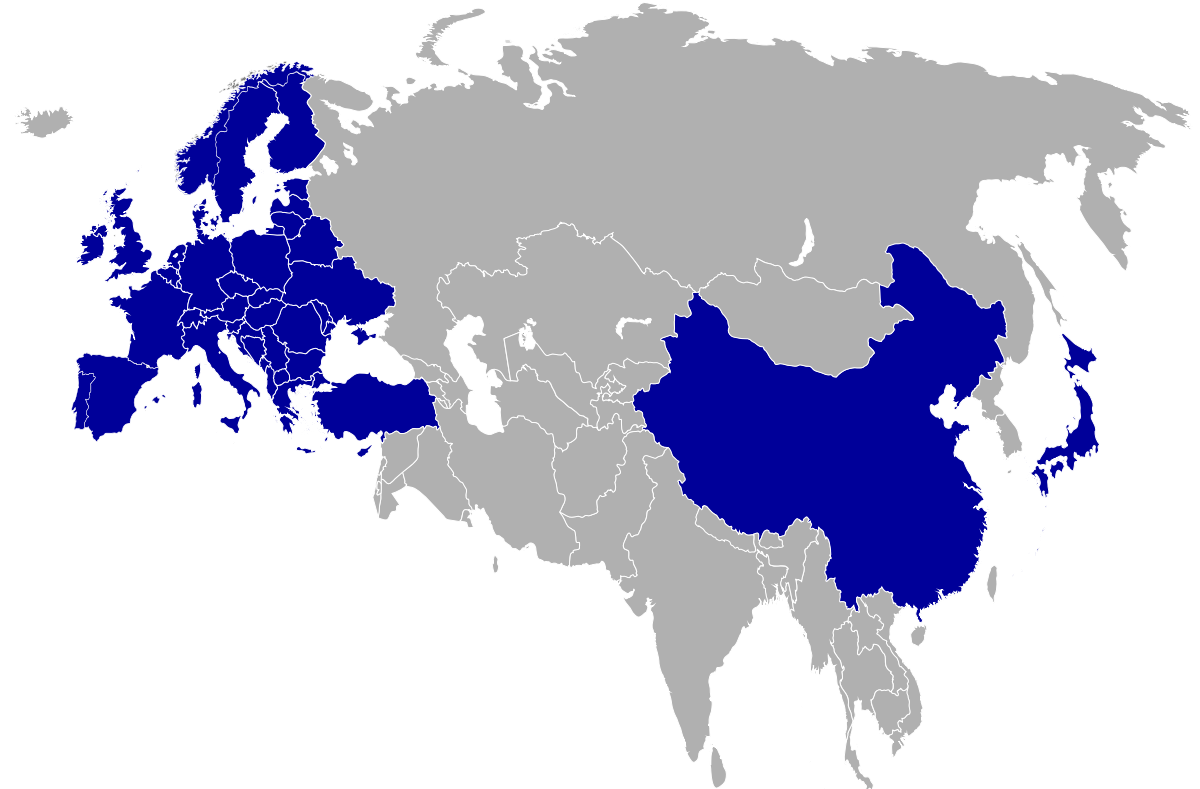
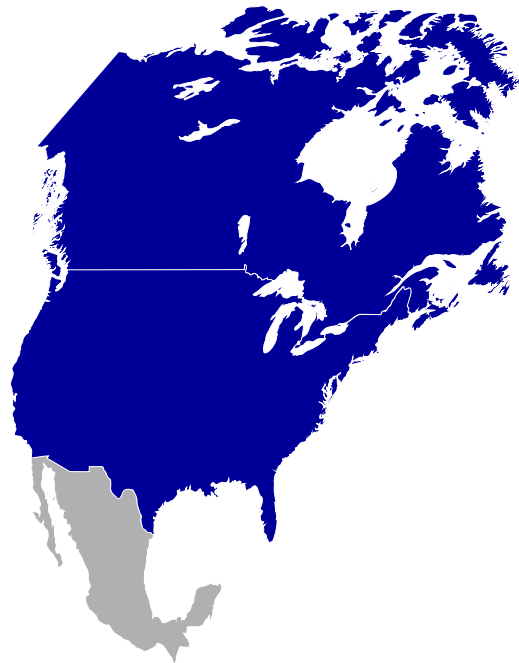
**5000**

Weekly Flights



**427 000 000**

Page views on sas.xx



# DIGITAL MEDIA – SWEDEN

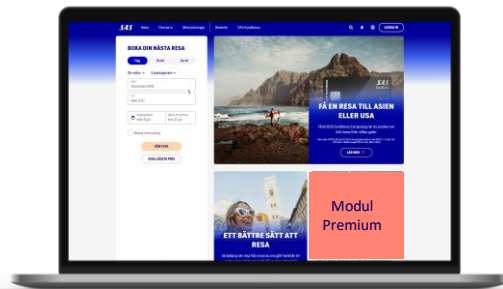
## DISPLAY BANNERS

[www.sas.se](http://www.sas.se) (Sweden)

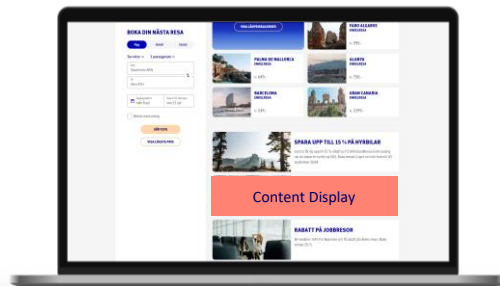
Address your target audience across all digital formats flysas.com with embedded promotional offers or banner ads based on interests and search behaviour of our visitors. The database for the targeted, bundled ad insertions are based on the interests and search behaviour of visitors to sas.xx

- Direct address of all relevant users through intelligent data targeting
- Guaranteed and plannable campaign metrics
- Premium placement suitable especially for brand campaigns

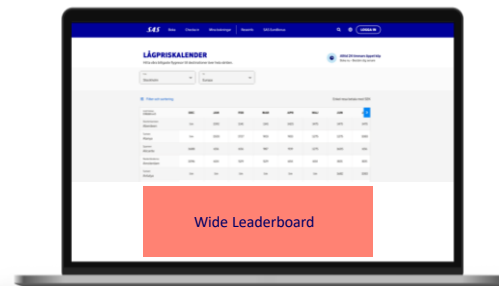
[www.sas.se/startpage](http://www.sas.se/startpage)



[www.sas.se/startpage](http://www.sas.se/startpage)



low-price-calender [www.sas.se](http://www.sas.se)



### Banner Exposure package

Page	Weekly unique visitors	Price / week SEK	Share of Voice 100%
Modul Premium	395 000	120 000 SEK	1 of 1
Content Display	395 000	120 000 SEK	1 of 1
Wide leaderboard (low price)		On request	1 of 1

### Format/Technical information

Display formats	
Modul Premium	Format adaptation
Wide Leaderboard	960 x 600 pixels
Native	960 x 720 pixels
Mobile formats	
Mobile Premium	Autocrop
Tablet Premium	Autocrop
Mobile Leaderboard	Autocrop
Tablet Leaderboard	Autocrop
All formats technical spec:	72 dpi, RGB, JPG, PNG, TAG

### Sweden

Total yearly:
Start page: 20,418,721 views
Low price calender: 3,031,919 views

### Booking deadlines

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

# DIGITAL MEDIA – SWEDEN

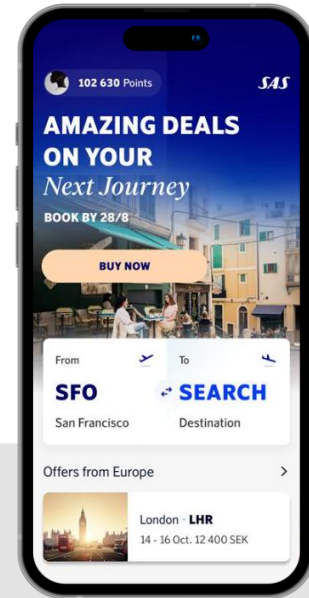
## DISPLAY BANNERS IN APP

Address your target audience across all digital formats flysas.com with embedded promotional offers or banner ads based on interests and search behaviour of our visitors. The database for the targeted, bundled ad insertions are based on the interests and search behaviour of visitors to sas.se.

- Direct address of all relevant users through intelligent data targeting
- Guaranteed and plannable campaign metrics
- Premium placement suitable especially for brand campaigns

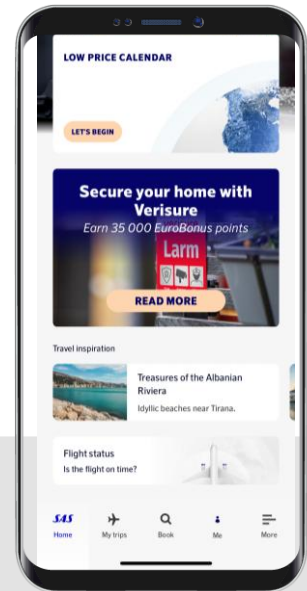
3 million downloads

Average user time 3 min per session



### Cover banner Carousel

- Image: Portrait, needs to fit in template below (Measurements/size are adjusted by SAS App team)
- Instructions copy:
  - Header: 28 characters
  - Subheading: 12 characters
  - Subheading 2: 28 characters
  - CTA: 10 characters
- Creative must be approved by SAS Brand team



### Inline banner

- Image: Square motif. Needs to fit in template below (Measurements/size is adjusted by SAS App team)
- Instructions copy:
  - Header: 25 characters
  - Subheading: 20 characters
  - CTA: 10 characters
- Creative must be approved by SAS Brand team

### Banner Exposure package - Sweden

Formats	Active users per month	Price / week SEK
Cover banner Carousel	97 500	50 000 SEK
Inline banner	97 500	50 000 SEK

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

# DIGITAL MEDIA – NORWAY

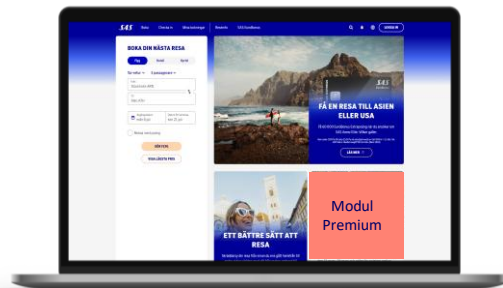
## DISPLAY BANNERS

[www.sas.no](http://www.sas.no) (Norway)

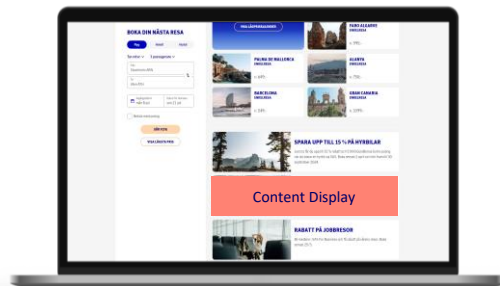
Address your target audience across all digital formats flysas.com with embedded promotional offers or banner ads based on interests and search behaviour of our visitors. The database for the targeted, bundled ad insertions are based on the interests and search behaviour of visitors to sas.xx

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- Guaranteed and plannable campaign metrics
- Premium placement suitable especially for brand campaigns

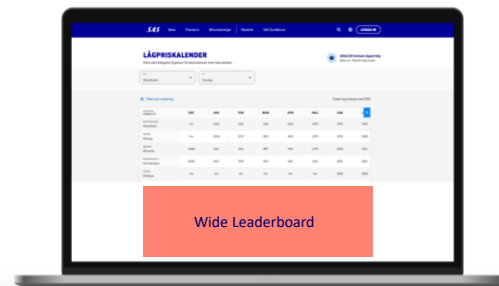
[www.sas.no/startpage](http://www.sas.no/startpage)



[www.sas.no/startpage](http://www.sas.no/startpage)



low-price-calender [www.sas.no](http://www.sas.no)



### Banner Exposure package

Page	Weekly unique visitors	Price / week SEK	Share of Voice 100%
Modul Premium	500 000	150 000 SEK	1 of 1
Content Display	500 000	150 000 SEK	1 of 1
Wide leaderboard (low price)		On request	1 of 1

### Format/Technical information

Display formats	
Modul Premium	Format adaptation
Wide Leaderboard	960 x 600 pixels
Native	960 x 720 pixels
Mobile formats	
Mobile Premium	Autocrop
Tablet Premium	Autocrop
Mobile Leaderboard	Autocrop
Tablet Leaderboard	Autocrop
All formats technical spec:	72 dpi, RGB, JPG, PNG, TAG

### Norway

#### Total yearly:

Start page: 26,352,964 views

Low price calender: 4,990,453

#### Important periods

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

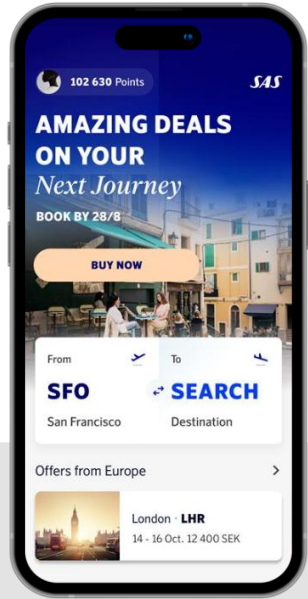
# DIGITAL MEDIA – NORWAY DISPLAY BANNERS IN APP

Address your target audience across all digital formats flysas.com with embedded promotional offers or banner ads based on interests and search behaviour of our visitors. The database for the targeted, bundled ad insertions are based on the interests and search behaviour of visitors to sas.no.

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- Guaranteed and plannable campaign metrics
- Premium placement suitable especially for brand campaigns

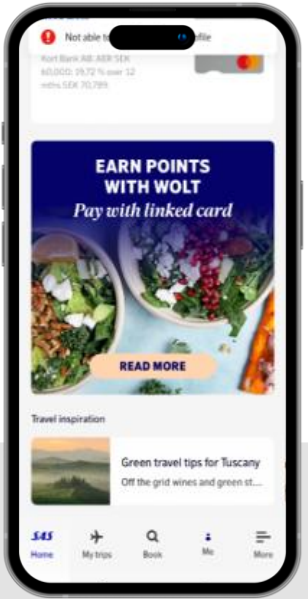
3 million downloads

Average user time 3 min per session



### Cover banner Carousel

- Image: Portrait, needs to fit in template below (Measurements/size are adjusted by SAS App team)
- Instructions copy:
  - Header: 28 characters
  - Subheading: 12 characters
  - Subheading 2: 28 characters
  - CTA: 10 characters
- Creative must be approved by SAS Brand team



### Inline banner

- Image: Square motif. Needs to fit in template below (Measurements/size is adjusted by SAS App team)
- Instructions copy:
  - Header: 25 characters
  - Subheading: 20 characters
  - CTA: 10 characters
- Creative must be approved by SAS Brand team

### Banner Exposure package - Norway

Formats	Active users per month	Price / week SEK
Cover banner Carousel	100 000	50 000 SEK
Inline banner	100 000	50 000 SEK

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

# DIGITAL MEDIA – DENMARK

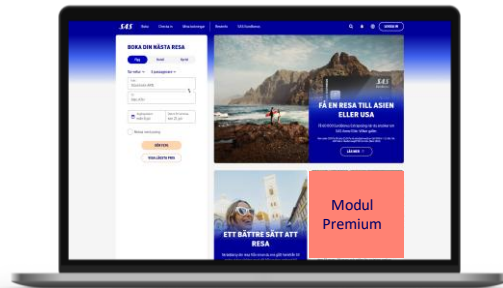
## DISPLAY BANNERS

[www.sas.dk](http://www.sas.dk) (Denmark)

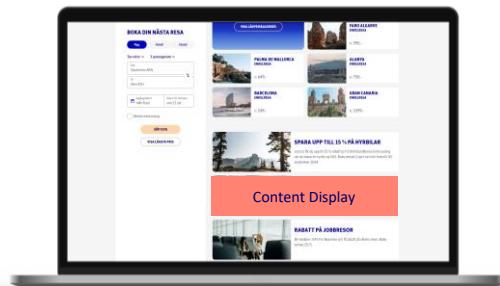
Address your target audience across all digital formats flysas.com with embedded promotional offers or banner ads based on interests and search behaviour of our visitors. The database for the targeted, bundled ad insertions are based on the interests and search behaviour of visitors to sas.dk

- Direct address of all relevant users through intelligent data targeting
- Guaranteed and plannable campaign metrics
- Premium placement suitable especially for brand campaigns

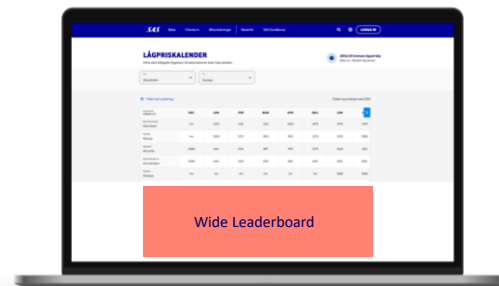
[www.sas.dk/startpage](http://www.sas.dk/startpage)



[www.sas.dk/startpage](http://www.sas.dk/startpage)



low-price-calender [www.sas.dk](http://www.sas.dk)



### Banner Exposure package

Page	Weekly unique visitors	Price / week SEK	Share of Voice 100%
Modul Premium	105 000	50 000 SEK	1 of 1
Content Display	105 000	50 000 SEK	1 of 1
Wide leaderboard (low price)		On request	1 of 1

### Format/Technical information Display banners

Display formats	
Modul Premium	Format adaptation
Wide Leaderboard	960 x 600 pixels
Native	960 x 720 pixels
Mobile formats	
Mobile Premium	Autocrop
Tablet Premium	Autocrop
Mobile Leaderboard	Autocrop
Tablet Leaderboard	Autocrop
All formats technical spec:	72 dpi, RGB, JPG, PNG, TAG

### Denmark

#### Total yearly:

Start page: 5,376,996 views

Low price calender: 1,144,880 views

#### Important periods

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

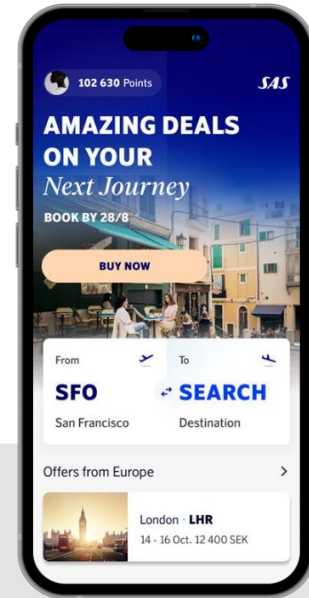
# DIGITAL MEDIA – DENMARK DISPLAY BANNERS IN APP

Address your target audience across all digital formats flysas.com with embedded promotional offers or banner ads based on interests and search behaviour of our visitors. The database for the targeted, bundled ad insertions are based on the interests and search behaviour of visitors to sas.dk.

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- Guaranteed and plannable campaign metrics
- Premium placement suitable especially for brand campaigns

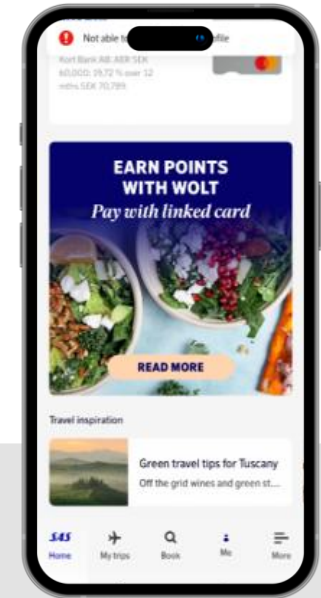
3 million downloads

Average user time 3 min per session



### Cover banner Carousel

- Image: Portrait, needs to fit in template below (Measurements/size are adjusted by SAS App team)
- Instructions copy:
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- Instructions copy:
  - Header: 25 characters
  - Subheading: 20 characters
  - CTA: 10 characters
- Creative must be approved by SAS Brand team

### Banner Exposure package – Denmark

Formats	Active users per month	Price / week SEK
Cover banner Carousel	35 000	35 000 SEK
Inline banner	35 000	35 000 SEK

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion



# SAS LOUNGES OUR VISITORS

## Demographics, behavior & visitor number

Our passengers appreciate relaxation & mindfulness spaces and experiences in our lounges, They feel that partnering with outside brands/experts brings more variety to the lounge. New food and drink, innovative tech and health & beauty experiences are positively mentioned when we survey their lounge wishes.

From our passenger survey we also know that 30% of our lounge visitors shop in duty-free after leaving the lounge. Average duty free spend is €79.  
– Alcohol, fragrances, cosmetics, technology and confectionary top their lists.

### Visitor information

Lounge	Yearly # visitors	Monthly # visitors
ARN Gold x 2	463 476 pp	38 623 pp
ARN Business x 2	312 083 pp	26 007 pp
CPH Gold	464 752 pp	38 729 pp
CPH Business	388 066 pp	32 339 pp
OSL Gold	237 145 pp	19 762 pp
OSL Business	212 855 pp	17 738 pp
OSL Domestic	596 843pp	49 737 pp
GOT	103 967 pp	8 664 pp
New York	157 075 pp	13 090 pp
Chicago	78 598 pp	6 550 pp

**12**

Lounges in 6 airports

**3 million**

Premium passengers per year

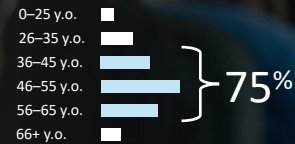
**250 000**

Premium visitors every month

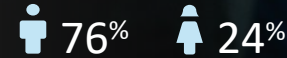
**1hr 22 min**

Average dwell time in a lounge

36 TO 65 YEARS OLD



PREDOMINANTLY MALE



**95%**

of visitors are:

- SAS EuroBonus Diamond and Gold members (45+ flights a year)
- SAS Business or SAS Plus customers
- Star Alliance Business customers or Gold members

AFFLUENT CUSTOMERS

**95%** Scandinavians

SAS LOUNGES

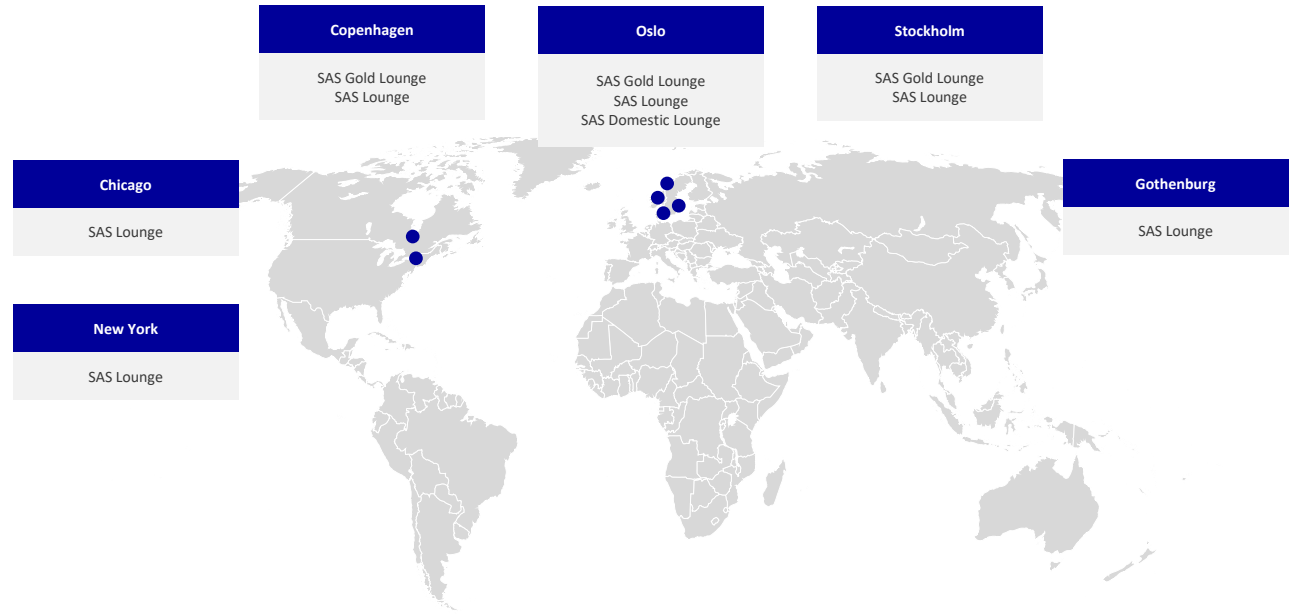
# OVERVIEW & ADVERTISING OPPORTUNITIES

Space, time & audience for interaction

SAS premium lounge environments provides a rare opportunity to directly engage with SAS premium passengers when they are stress free and receptive.

Average dwell time in our lounges is **1 hour 22 minutes** providing plenty of time to engage with your services or products.

Bring some form of education, enhance the lounge experience or have an appealing offering for maximum effect.



**SAS GOLD Lounges**

Copenhagen	Oslo	Stockholm
<b>Total Area:</b> 1 135 m <sup>2</sup>	<b>Total Area:</b> 506 m <sup>2</sup>	<b>Total Area:</b> 650 m <sup>2</sup>
<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens

**SAS Lounges**



Copenhagen	Oslo International	Oslo Domestic	Stockholm	Gothenburg
<b>Total Area:</b> 873 m <sup>2</sup>	<b>Total Area:</b> 592 m <sup>2</sup>	<b>Total Area:</b> 700 m <sup>2</sup>	<b>Total Area:</b> 400 m <sup>2</sup>	<b>Total Area:</b> 352 m <sup>2</sup>
<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens

**SAS Lounges International**

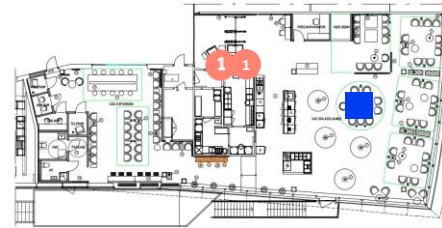
New York	Chicago
<b>Total Area:</b> 476 m <sup>2</sup>	<b>Total Area:</b> 173 m <sup>2</sup>
<b>Advertising options:</b> Display Area Experiential display Brochure sampling Digital Screens	<b>Advertising options:</b> Display Area Brochure sampling

# SAS LOUNGES

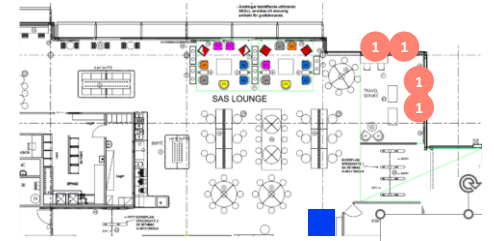
## OVERVIEW & ADVERTISING OPPORTUNITIES

Symbol  Event area  Marketing Screens

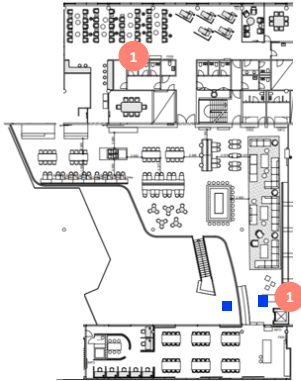
### Göteborg Lounge



### Oslo Business Lounge



### Copenhagen Gold Lounge



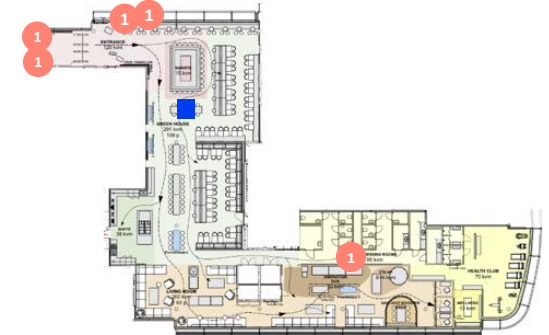
### Copenhagen Business Lounge



### Oslo Gold Lounge



### Oslo Domestic Lounge



### Stockholm Gold Lounge



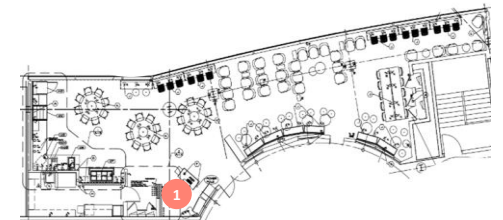
### Stockholm Business Lounge



### NYC SAS Lounge



### Chicago SAS Lounge



# EVENT & EXPERIENTIAL LOUNGE AREAS

## Engagement and interaction

Our lounge display areas provide an excellent platform for you to present your products to our customers in appreciable concrete form. We can offer you areas of various dimensions, which can be customised to your needs. Mutually, we can enrich the lounge experience.

- Impactful experiential formats available in selected lounged
- Customised display area available in all lounges
- Display and product placement possible in F&B areas
- Display and/or pop-up activations
- Activations with or without staff on-site at certain weeks based on the Client's needs



### Event areas

	Copenhagen Gold Lounge	Copenhagen Business Lounge	Oslo Internat. Lounge	Oslo Domestic Lounge	Arlanda Gold Lounge	Arlanda Business Lounge	Gbg Business Lounge	NYC SAS Lounge	Chicago SAS Lounge
<b>Size:</b>	10–30 m <sup>2</sup>	4–15 m <sup>2</sup>	2–8 m <sup>2</sup>	1–2 m <sup>2</sup>	2–20 m <sup>2</sup>	2–10 m <sup>2</sup>	2–10 m <sup>2</sup>	1–6 m <sup>2</sup>	1–5 m <sup>2</sup>
<b>Event/Experiential:</b>	1 week	1 week	1 week	1 week	1 week	1 week	1 week	1 week	1 week
<b>Rate:</b>	75,000 SEK	75,000 SEK	75,000 SEK	37,500 SEK	75,000 SEK	75,000 SEK	20,000 SEK	On Request	On Request
<b>Display area</b>	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks
<b>Format, size:</b>	1–10 m <sup>2</sup>	1~4 m <sup>2</sup>	1~3 m <sup>2</sup>	1 m <sup>2</sup>	1~8 m <sup>2</sup>	1~3 m <sup>2</sup>	1~3 m <sup>2</sup>	~1 m <sup>2</sup>	~1 m <sup>2</sup>
<b>Rate:</b>	150,000 SEK	150,000 SEK	150,000 SEK	75,000 SEK	150,000 SEK	150,000 SEK	40,000 SEK	On Request	On Request

### Comments and restrictions:

- All formats are to be agreed with SAS in advance.
- Conditions apply for alcohol, F&B, skincare, pharmaceuticals etc.

### Event / Experiential: with staff

Staffing	Maintenance/Cleaning	Production
Staffing not included	General: included	Produced by partner
Staff accreditation included	Special orders on request	Electricity: included
<b>Display areas:</b>		
Maintenance	Cleaning	Production
General maintenance from lounge personal included	General: included	Produced and installed by advertiser
Refill of material included		Electricity: included

# SHOWCASE & SAMPLING

## Display and interaction

Intelligent product sampling not only showcases your product, but it elevates brands, challenges consumer perceptions, and gets people talking. If you have your product for sale in a nearby duty free shop, expect sales to increase up to 75% and also be seen in social media.

- Display and product sampling possible in F&B areas
- Display and/or sampling activations in non-intrusive fashion.
- Display are a non-manned activation.



### Option

Area:	Copenhagen Gold Lounge	Copenhagen Business Lounge	Oslo International Lounge	Oslo Domestic Lounge	Arlanda Gold Lounge	Arlanda Business Lounge	Gbg Business Lounge	NYC SAS Lounge	Chicago SAS Lounge
<b>F&amp;B Display</b>	Yes	Yes	Yes	On req.	Yes	Yes	Yes	Yes	Yes
<b>Sampling</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	On request	On request
<b>Brochure</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

### F&B Display

Material	Maintenance	Production	Period/Rate* per Lounge
Max size: 60 x 60 x 90 cm	General cleaning: included	Stand, desk, dropbox etc. On request	Min 1 month
Fixed, non-moving or sounding	Demo./Info., refill: Not included. On request	Electricity: included	1 SEK/p

### Sampling

Material	Maintenance	Production	Period/Rate* per Lounge
No Alcohol, pharmaceuticals or including highly allergenic substances	Demo./Info. staffing not included	Stand, desk, etc. On request	Per week
Content declaration mandatory for any eatable or skin product	Refill: On request	Electricity: included	2 SEK/p

### Brochures

Material	Maintenance	Production	Period/Rate*/** per Lounge
Max size: 42 x 30 cm	Refill included	Stand, shelf, etc. On request	Per month
			2 SEK/p

### Rate\*

- All rates are for one showcase in one lounge excluding VAT.
- All display/samples/brochures to be approved by SAS in advance
- Booking deadline 3 months in advance.

### Rate\*\*

- Brochure may be magazines, catalogues, fact-sheets or flyers (publication and format to be agreed with SAS in advance).
- The number of copies to be supplied will vary depending on the publication type.

# LOUNGE SCREENS

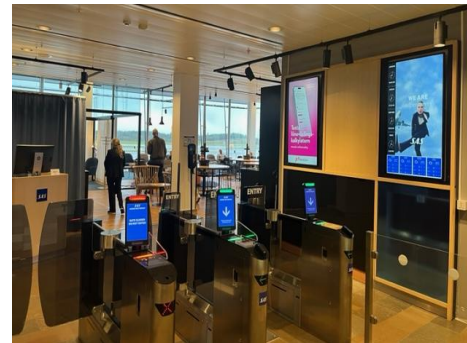
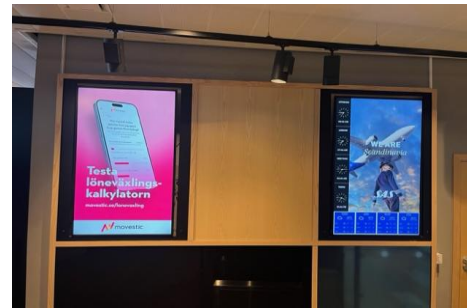
## Exposure in and around SAS Lounges

Spanning 12 lounges in Scandinavia, SAS dynamic 24 screen network reaches an average 250 000 passengers per month.



The screens are strategically placed in an otherwise clutter free environment where advertising is minimal.

Our digital screen network delivers exceptional impact to a premium audience.

The network provides for a total of four spots and a loop length of five minutes.



### Screens

Type:	Marketing screens	
		
Format:	Portrait 9:16	Landscape 16:9
Size:	1080 x 1920 px Display size: 46"	1920 x 1080 px Display size: 46"
Locations:	Inside all Lounges	
Number of screens total:	24	

Order deadline: 8 weeks before campaign start. Submission deadline: 4 weeks before start.

### Technical information / format

Material:	Resolution	Format
Still image	72 dpi, RGB	JPG, PNG, TAG
Video	30 fps	.m2v / MPEG-2

### SAS Lounge branding packages:

Screens / Rotation	Screens	Share of Voice	Price 4 weeks (SEK):
Reach package All:	24	10%	175,000 SEK
Sweden package	6	10%	50,000 SEK
Norway package	11	10%	75,000 SEK
Denmark package	4	10%	50,000 SEK
USA package	3	10%	35,000 SEK
Length:	Index: 10 seconds		

For still-and-moving-image combinations, the still images must be submitted in film form (and with the same length / duration as the moving image component).

# MEAL BOX AND MENUS

## Interact with high attention

We serve fresh and healthy Scandinavian food on all our flights and offer an extensive snacks and drinks menus as well. The selection varies a slightly on short and medium-haul routes depending on the length and destination of the flight.

**Menu cards** – On the backside of our new premium menu cards we have different native formats for high engagement ad space. With a QR code and wifi onboard you can drive traffic directly to a landing page or online shop.

**Meal boxes** – We offer two great ways to interact with our passengers. A wrap around, a card or a small sample beside the box.

**Menu card Booking periods:**  
 Rotation 4 months: Issue 1: March – July, Issue 2: August – October, Issue 3: November - February

Placement	Reach/4 month	Format	Gross price
Backside	7,200,000pp	1/9- page, 50,5 x 48 mm	300,000 SEK
Backside	7,200,000pp	1/6- page, 78 x 49 mm	400,000 SEK
Backside	7,200,000pp	1/3- page, 160 x 49 mm	700,000 SEK
Full page	7,200,000pp	1/1- page 180 x 275 mm	900,000 SEK

### Foodbox sampling Europe

Placement	Circulation	Format	Rate
Flyer	1 month	Maximum 100 x 190 mm	3 SEK/p
Product wrap	1 month	On request	On request

### Technical information Menu cards

Material	Production	Format
Format		High res PDF
Ordering deadline		12 weeks prior insertion
Material submission deadline		10 weeks prior insertion

### Technical information Foodbox

Material:	Production	Format
Format		High res PDF
Ordering deadline		4 months prior insertion
Material submission deadline		12 weeks prior insertion



# COFFEE CUPS AND WET WIPES

## Interact with high attention

**Coffee cups** – SAS is serving free coffee and tea to all our passengers giving long time spent with our passengers for your brand or promotional message

**Wet Wipes** – Present your company or key message over the entire space of our refreshing tissues.

### Coffee cups

Placement	Circulation	Ad format	Rate
Coffee Cup	6 weeks/1,500,000pp	Bespoke design	200,000 SEK

### Wet Wipes / Napkins

Placement	Circulation	Ad format	Rate
SAS Business Europe	2 months / 200,000pp	Ad space 62x105 mm	140,000 SEK
SAS Economy long-haul	2 months / 200,000pp	Ad space 62x105 mm	175,000 SEK

### Technical information coffee cups

Material	Production	Format
Format	Included	High res PDF
Ordering deadline		4 months prior insertion
Material submission deadline		12 weeks prior insertion

### Technical information wet wipes

Material	Production	Format
Format	Bleed, 70×140 mm (76.5x110 mm)	High res PDF
Ordering deadline		4 months prior insertion
Material submission deadline		12 weeks prior insertion





# INFLIGHT ENTERTAINMENT

## Display and interaction

**SAS Wi-fi.** A rare opportunity to have a native style banner space when passengers' log on to our popular high-speed internet service. We offer this space for one external partner at a time on all our short haul flights.

**SAS inflight entertainment** guarantees high quality entertainment on board. Current blockbusters, movie classics, TV series, highlights, documentaries, sitcoms, music and games from “gate-to-gate” in all booking classes.

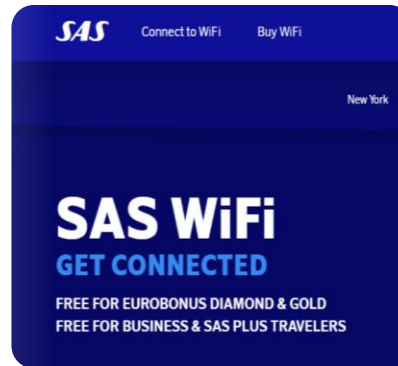
### Destinations served and reach per month

**From Copenhagen:** New York, Chicago, Washington, San Francisco, Miami, Los Angeles, Boston, Toronto, Beijing, Bangkok, Shanghai and Tokyo.  
Reach: 99,000 passengers.

**From Stockholm:** New York, Chicago, Miami, Toronto.  
Reach 32,000 passengers

**From Oslo:** New York and Miami.  
Reach 12,000 passengers.

**Total reach: 143,000 passengers per month.**



### Wi-fi on short haul Minimum 1 month booking period

Placement	Contacts/month	Format	Rate per month
Banner on log-on portal	NN	Medium rectangle 300 x 250	On request

### In-flight screen advertising Minimum 2 months booking period

Placement	Contacts/month	Format	Rate per 2 months
Pre-roll ad (10–30 s)	143,000	16:9	150,000 SEK
Editorial ~5–6 min	~100,000	16:9	75,000 SEK
Documentary/program	~70,000	16:9	75,000 SEK

### BROWSE OUR FREE SITES



### Technical info Inflight Screens

Material:	Format	Resolution
All video material	Codec Pro Res or MP4 16:9	1,280 x 720 px or 1,920 x 1,080 px
Material submission deadline		10 weeks prior to insertion
Banner on wi-fi portal		6 weeks prior to insertion

# CONTACT

Pål Vireberg  
[pal@annonsbolaget.se](mailto:pal@annonsbolaget.se)  
+46 709 99 93 95