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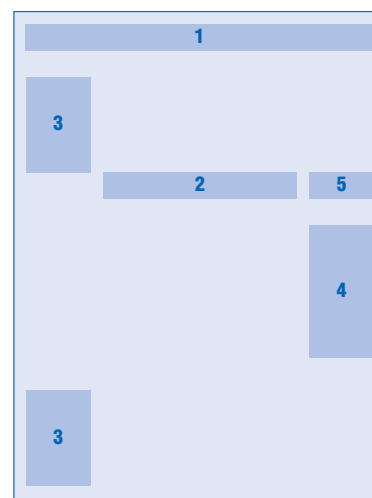
Banner advertising on Front Page

Type of advertising	price in rubles per thousand banner impressions (CPM)	statics per week
HORIZONTAL BANNER ON FRONT PAGE		
1. 1000x60 pix (top)	horizontal, top position on Front page	1,155 rubles. . . .187,000 rubles.
2. 468x60 pix (middle)	horizontal, middle position on Front page.	825 rubles. . . .137,500 rubles.
VERTICAL BANNER ON FRONT PAGE		
3. 140x280 pix (top left)	vertical, top left position on Front page	990 rubles. . . .159,500 rubles.
140x280 pix (bottom left)	vertical, bottom left position on Front page.	825 rubles. . . .137,500 rubles.
4. 120x280 pix (middle right)	vertical, middle right position on Front page	990 rubles. . . .159,500 rubles.
5. Button 120x90 pix	middle right position on Front page	660 rubles. . . .110,000 rubles.
6. Text link illustrated 140x280 pix	bottom right position on Front page.	990 rubles. . . .159,500 rubles.
7. Pop under 320x250 pix	1,155 rubles. . . .187,000 rubles.

Targeted banner advertising

Selection includes among others: News, Business, Stocks, Real Estate, Travel Guide, Classifieds, Job Opportunities, etc.

1. 1000x60 pix (top)	horizontal, top position	1,155 rubles.
2. 468x60 pix (middle)	horizontal, middle position	825 rubles.
3. 140x280 pix (top left)	vertical, top left position	990 rubles.
140x280 pix (bottom left)	vertical, bottom left position	825 rubles.
4. 120x280 pix (middle right)	middle right position	990 rubles.
5. Button 120x90 pix	middle right position	660 rubles.
6. Text link illustrated 140x280 pix	bottom left position	990 rubles.
7. Text link	495 rubles.



Non-targeting banner advertising (rotated at all pages except Front)

HORIZONTAL BANNER		
1. 1000x60 pix (top)	horizontal, top position	660 rubles.
2. 468x60 pix	horizontal, middle position	495 rubles.
VERTICAL BANNER		
3. 140x280 pix (top left)	vertical, top left position	605 rubles.
140x280 pix (btm left)	vertical, bottom left position	495 rubles.
4. 120x280 pix	vertical, middle right position	660 rubles.
5. 120x90 pix (button)	middle position	330 rubles.
6. Text link	275 rubles.

* All prices indicated are VAT exclusive (as of 01.01.05 VAT 18%)

** Advertising rates for non-residents are based on fixed ruble/euro rate: 34.50 rubles = 1 euro

Ad Placement terms

Deadline for ad materials: 3 working days before placement. 100% prepayment required. Special placement ads (all non-standard size banners, pop unders 300x250 pix, video or variable size banners) are an additional 15%.