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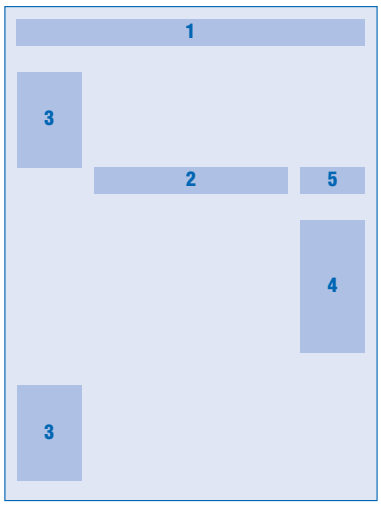
Banner advertising on Front Page

Type of advertising	price in euro per thousand banner impressions (CPM)	statics per week
HORIZONTAL BANNER ON FRONT PAGE		
1. **1000x60 pix (top)**	horizontal, top position on Front page	33.48 euro	5,420.28 euro
2. **468x60 pix (middle)**	horizontal, middle position on Front page	23.91 euro	3,985.50 euro
VERTICAL BANNER ON FRONT PAGE		
3. **140x280 pix (top left)**	vertical, top left position on Front page	28.69 euro	4,623.18 euro
140x280 pix (bottom left)	vertical, bottom left position on Front page	23.91 euro	3,985.50 euro
4. **120x280 pix (middle right)**	vertical, middle right position on Front page	28.69 euro	4,623.18 euro
5. **Button 120x90 pix**	middle right position on Front page	19.13 euro	3,088.00 euro
6. **Text link illustarated 140x280 pix**	bottom right position on Front page	28.69 euro	4,623.18 euro
7. **Pop under 320x250 pix**		33.48 euro	5,420.28 euro

Targeted banner advertising

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

1. **1000x60 pix (top)**	horizonal, top position	33.48 euro
2. **468x60 pix (middle)**	horizontal, middle position	23.91 euro
3. **140x280 pix (top left)**	vertical, top left position	28.69 euro
140x280 pix (bottom left)	vertical, bottom left position	23.91 euro
4. **120x280 pix (middle right)**	middle right position	28.69 euro
5. **Button 120x90 pix**	middle right position	19.13 euro
6. **Text link illustarated 140x280 pix**	bottom left position	28.69 euro
7. **Text link**		14.34 euro



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

HORIZONTAL BANNER		
1. **1000x60 pix (top)**	horizontal, top position	19.13 euro
2. **468x60 pix**	horisontal, middle position	14.34 euro
VERTICAL BANNER		
3. **140x280 pix (top left)**	vertical, top left position	17.53 euro
140x280 pix (btm left)	vertical, bottom left position	14.34 euro
4. **120x280 pix**	vertical, middle right position	19.13 euro
5. **120x90 pix (button)**	middle position	9.56 euro
6. **Text link**		7.97 euro

* *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%.