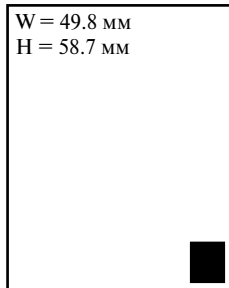
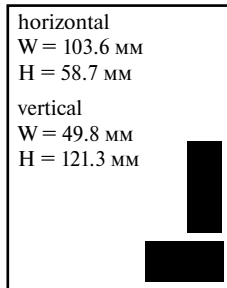


## Ad Rates and Specifications 2011

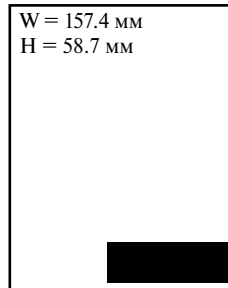
Each page is divided into 30 squares.



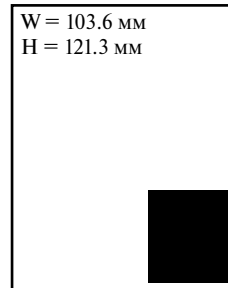
1 square  
**14,850 rub.**  
(430.43 Euro)



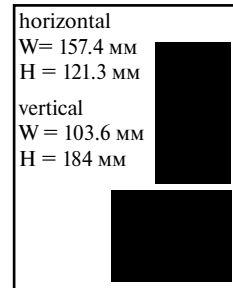
2 squares  
**29,700 rub.**  
(860.87 Euro)



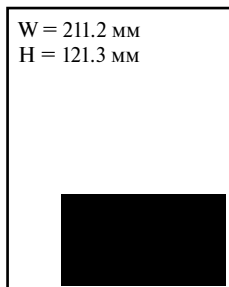
3 squares  
**44,550 rub.**  
(1,291.30 Euro)



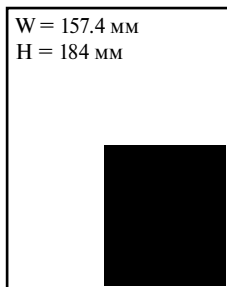
4 squares  
**68,310 rub.**  
(1,980 Euro)



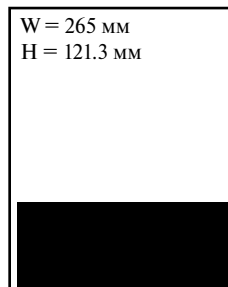
6 squares  
**102,465 rub.**  
(2,970 Euro)



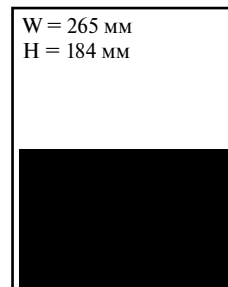
8 squares  
**136,620 rub.**  
(3,960 Euro)



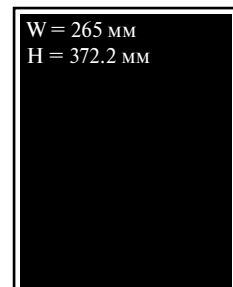
9 squares  
**153,698 rub.**  
(4,455 Euro)



10 squares  
**170,775 rub.**  
(4,950 Euro)



Half page  
**256,162 rub.**  
(7,425 Euro)



Full page  
**512,325 rub.**  
(14,850 Euro)

### Special Placement

Special Placement ads (ads on a specific page) are an additional **30%**.

Front page ads: 2 squares (W 103.6 mm, H 58.7 mm) – 55,000 rub., (1,594.20 euro)

3 squares (W 157.4 mm, H 50 mm) – 80,300 rub., (2,327.54 euro)

5 squares (W 265 mm, H 50 mm) – 153,065 rub. (4,436.66 euro)

*\*if the volume of advertising on the front page is 3 squares or more, then the height of these advertisements — 50 mm.*

Special place in the weather column (W 49.8mm, H 50mm) – 17,380 rub. (503.77 euro)

Special square on STOCKS page (W 101.6mm, H 33.5mm) – 18,975 rub. (550.00 euro)

Full-color printing only available for ads sized 4 sq and up.

Insertion of standard separate ads — 315,000 rub. (9,130.43 euro) for entire circulation;

99,000 rub. (2,869.57 euro) for subscribers only

- All ads must have a frame according to the specified dimensions
- The ad must be clearly marked as an “advertisement”

### Deadlines

For advertising materials – **3** working days before publication

For space cancellation – **3** working days before publication

(for ads on Front Page – **10** working days)

### Payment

Advance payment should be made by bank transfer or by credit card

**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