

# Conditions for placing advertising material on the website of The Moscow Times

## 1. By content:

- Advertising materials should correspond to current legislation of the Russian Federation regarding author's and related rights; the media and the law, 'About adverts';
- Advertising materials should conform to generally accepted moral and ethic norms;

## 2. Banners (in Flash or gif format):

- Banner 728×90 – not more than 20 kb
- Banner 240×400 – not more than 25 kb
- Banner 240×90 – not more than 20 kb
- Banner 120×240 – not more than 20 kb
- Banner 728×240 – not more than 30 kb (maximum possible width)
- Pop-under 250×250 – no standards

\* To place a Flash through our banner system, the script for the link should be written in the actual banner. The link is given separately.

on (release) {getURL(clickTAG, "\_blank");}

\* Names of files should not contain special symbols, Russian characters, spaces, plus/minus signs, etc.

## 3. Conditions for text and graphics blocks:

- Text or graphics block 240×200 (image 80×80 jpg; text up to 250 characters including spaces; headline up to 30 characters including spaces)
- Text block 190×25 (up to 30 characters with spaces)

\* The final number of characters depends on the font and size of the text. Blocks are published without backgrounds.

## 4. Adverts should be submitted no later than two working days before the date of publication.

## 5. The Moscow Times retains the right to refuse to publish advertising material.

## 6. Publication of advertising materials will be undertaken after 100% payment is received.