

Price-list
for advertising on websites rcmm.ru / russianconstruction.com / jkh.rcmm.ru

Prices are valid until 30.12.17

The total volume	Location Cost				
	Website rcmm.ru (Russian version)	Both on Russian and English versions of the website russianconstruction.com (English version) rcmm.ru (Russian version)	Website russianconstruction.com English version only	Website jkh.rcmm.ru (Russian version)	
Prime location					
1	«Title sponsor of the month» (ad package): – banner on all website pages on the home page (under the website header, location № 1) 972x60px; – an article in the corresponding section of the website up to 8 000 char.	96 768	The same text (banner) in English. Publication both in Russian and English versions – 120 960	96 768	49 700
2	«The sponsor of the month» (ad package): – banner on all website pages on the home page (over the website header, location № 2) 972x60px; – an article in the corresponding section up to 8 000 char.	75 600	The same text (banner) in English. Publication both in Russian and English versions – 94 500	75 600	-
3	A banner on all website pages on the home page (over the website header, location №1 (160x60px or 320x60px)	-	-	-	10 350 (160x60px) 18 700 (320x60px)
4	Article (interview, review, analytics) – in the chosen section of the website up to 4 500 char. + photo	44 590	The same text in English. Publication both in Russian and English versions – 51 278	44 590	22 590
5	Article (interview, review, analytics) – in the chosen section of the website up to 8000 char. + photo	69 700	The same text in English. Publication both in Russian and English versions – 80 155	69 700	35 700
6	Article (interview, review, analytics) – in the chosen section of the website up to 11000 char. + photo	81 115	The same text in English. Publication both in Russian and English versions – 95 430	81 115	40 115
7	Text (expert's opinion) – in the chosen section of the website up to 2000 char. + photo	24 800	The same text in English. Publication both in Russian and English versions – 25 048	24 800	12 800
8	Business info (text up to 2 000 char.+ photo) – RSS News on the home page of the website (left) in the “LATEST NEWS” section	19 800	The same text in English. Publication both in Russian and English versions – 22 770	19 800	9 800
9	Business info (a text up to 8 000 char.) The text is located on the home page (left, column under “BREAKING NEWS”) for a month	59 200	The same text in English. Publication both in Russian and English versions – 68 131	59 200	29 900
10	Business info (a text up to 5 000 char.) The text is located on the home page (left, column under “LATEST NEWS”) for a month	43 180	The same text in English. Publication both in Russian and English versions –	43 180	21 000

			47 980		
Banners on the website					
The term of publication is a month, if other is not marked					
11	A banner on all website pages Website header level 240x70px (location № 3 or № 4)	28 200	The same banner in English. Publication both in Russian and English versions – 34 430	28 200	-
12	A banner on all website pages On all website pages 240x300px (upper right», location № 5)	62 260	The same banner in English. Publication both in Russian and English versions – 71 599	62 260	15 700
13	A banner on all website pages On all website pages 240x300px (upper right, location № 6)	51 340	The same banner in English. Publication both in Russian and English versions – 59 040	51 340	10 990
14	A banner on all website pages On all website pages 240x150px (upper right, location № 7)	15 220	The same banner in English. Publication both in Russian and English versions – 17 500	15 220	5 900
15	A banner on the home page Only the home page of the website 740x70px (in the center under the articles, location № 8)	38 521	The same banner in English. Publication both in Russian and English versions – 44 300	38 521	9 900 Under miscellaneous column
16	A banner on the home page Only the home page of the website 740x70px (in the center under the articles, location № 9)	33 250	The same banner in English. Publication both in Russian and English versions – 38 240	33 250	-
17	A banner on all website pages All pages of the website 240x300px (upper left under “BREAKING NEWS” section, location № 10)	64 240	The same banner in English. Publication both in Russian and English versions – 73 870	64 240	15 900
18	A banner on all website pages All pages of the website 240x150px (upper left under “BREAKING NEWS” section, location № 11)	35 521	The same banner in English. Publication both in Russian and English versions – 41 790	35 521	8 900
19	A banner on all website pages All pages of the website 240x150px (upper left under “BREAKING NEWS” section, location № 12)	29 250	The same banner in English. Publication both in Russian and English versions – 33 640	29 250	7 300
20	A banner inside all articles except ads On the home page 330x200px (location № 13)	32 400	The same banner in English. Publication both in Russian and English versions – 37 260	32 400	8 500
21	Branding (side frames) One logo - on one frame Top down, right and left (locations № 14 and 15). Sizes: left – 200x1000px, right – 200x1000px, only right – 400x1000px	78 504	The same banner in English. Publication both in Russian and English versions – 98 130	78 504	21 800
22	A banner in each opening news, including breaking news On the home page 330x200px (location № 16)	43 500	The same banner in English. Publication both in Russian and English versions – 50 025	43 500	-
23	A banner on the home page Only the home page of the website 740x70px (under the sections «Photo» and «Video», location № 18)	8 360	The same banner in English. Publication both in Russian and English versions – 9 614	8 360	4 700
24	A movie-reel on all website pages - the upper right-hand corner of the home page (for 7 days) - «VIDEO» section (the bottom of the page, location № 19)	15 450	The same video in English. Publication both in Russian and English versions – 17 760	15 450	7 300

	(up to 3,5 min long)				
25	Questionnaire A banner on all website pages 240x300px (right column, location № 20)	8 500	The same banner in English. Publication both in Russian and English versions – 9 600	8 500	5 300
SPECIAL OFFER					
26	Congratulation text Text + photo (upper right, a text up to 2000 char., location №17) or slider (flash-banner)	11 500 (two days)	The same text in English. Publication both in Russian and English versions – 13 230	11 500 (two days)	7 500 (two days)
27	Logo publishing (brand name) of the company-advertiser in “Partners” section Vertical size 50px	Bonus (during a year)	Bonus (during a year)	Bonus (during a year)	Bonus (during a year)
Prices are given net of VAT (18%) in rubles. A customer may pay in Russian rubles, US dollars or euro at the RF CB exchange rate for the date of payment + 2%					
28	Arranging and holding of special round tables, forums – are discussed individually in advance (min 4–5 months beforehand)				
29	Participation in special sections +10%				

Accumulation discount (AA – advertising agency) *

The discount is accumulative only in case of advertising of one trade name presented by an AA. Accumulation discount does not cover another trade name presented by the same agency. One publication is publishing one or several articles (of one company or brand name) in one issue of the magazine.

* **If the interval in advertising publications is more than 12 months (from the last published ad until the date of signing a new treaty for the new ad), previously accumulated discount is cancelled, i.e. accumulation discount starts anew for the new treaty.**

Number of publications	For companies	For AA 5%	For AA 5 - 10%	Number of publications	For companies	For AA* 5%	For AA** 5 - 10%
1–2	0%	5%	5%	7 th	7%	5%	10%
3 ^d	3%	5%	6%	8 th	8%	5%	10%
4 th	4%	5%	7%	9 th	9%	5%	10%
5 th	5%	5%	8%	10 th	10%	5%	10%
6 th	6%	5%	9%	More than 10	Up to 20%	Up to 5%	Up to 10%

***5% – Fixed discount for AA for the first 10 publications.**

**** 5% - 10% for 10 publications for the AA, whose customers published ads in the magazine beforehand**

A customer (an advertising agency) may choose a bonus:

1 – publishing business info in the RSS news;

2 – discounts up to 10%, see the table;

3 – additional article (information) for the number of publications

A customer shall choose only one bonus.

Urgency extra for publishing of an advertising or information in Russian – 15% (2 days beforehand).

Urgency extra for publishing of an advertising or information in English – 25 % (3 days beforehand).

State educational and scientific institutions –45% discount for all types of advertising.

Commercial educational and scientific institutions –30% discount for all types of advertising.