

**Price-list**  
for advertising on website [russianconstruction.com](http://russianconstruction.com)

Prices are valid from 12.11.2020  
Prices are in rubles, including 20% VAT.

The total volume	Cost ( VAT 20 % included)
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**Prime location**

<b>1</b>	<p>«<b>The sponsor of the month</b>» (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.</p>	<b>65 000</b>
<b>2</b>	<p><b>Article 1/1 A4</b> (interview, review, analytics) – in the chosen section of the website up to 4 500 char. + photo</p>	<b>35 000</b>
<b>3</b>	<p><b>Article 2/1 A4</b> (interview, review, analytics) – in the chosen section of the website up to 8000 char. + photo</p>	<b>45 000</b>
<b>4</b>	<p><b>text 1/2 A4 (expert's opinion)</b> – in the chosen section of the website up to 2000 char. + photo</p>	<b>20 000</b>
<b>5</b>	<p><b>Business info</b> (text up to 2 000 char.+ photo) – RSS News on the home page of the website (left) in the “NEWS” section</p>	<b>10 000</b>

## Banners on the website

Duration one month

6	<p><b>A banner on all website pages</b> On all website pages 240x300px (upper right, under «Search», location № 5)</p>	45 000
7	<p><b>A banner on all website pages</b> On all website pages 240x300px (upper right, under «Search», location № 6)</p>	35 000
8	<p><b>A banner on all website pages</b> On all website pages 240x150px (upper right, under «Search», location № 7)</p>	30 000
9	<p><b>A banner on all website pages</b> All pages of the website 240x150px (upper left under “Breaking News” section, location № 10)</p>	35 000
10	<p><b>A banner on the home page</b> All pages of the website 240x150px (upper left under “Breaking News” section, location № 11)</p>	30 000
11	<p><b>A banner on all website pages</b> All pages of the website 240x150px (upper left under “Breaking News” section, location № 12)</p>	30 000
12	<p><b>Branding (side frames)</b> <b>One logo - on one frame</b> Top down, right and left together (locations № 14 and 15). Sizes: left – 200x1000 px, right – 200x1000 px</p>	50 000
13	<p><b>A movie-reel on all website pages</b> «Video» section (the bottom of the page, location №19)</p>	20 000

## SPECIAL OFFER

14	<p><b>Congratulation text</b> text + photo (upper right, a text up to 2000 char., location №17) or slider (flash-banner)</p>	9 000
15	<p><b>Press reliaese publishing</b> Text up to 2000 char. + photo advertiser in “Press reliaese” section</p>	5 000
16	<p><b>Press reliaese publishing</b> Text up to 3500 char. + photo advertiser in “Press reliaese” section</p>	8 000
17	<p><b>Logo publishing</b> (brand name) of the company-advertiser in “Partners” section Vertical size 50 px.</p>	<p><b>Bonus</b> (during a year)</p>

Number of publications	For companies
1–2	0%
3d	3%
4th	4%
5th	5%

5% discount for advertising agency.

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

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

## LAYOUT OF ADVERTISING BANNERS

The screenshot displays the layout of the STROITELSTVO.RU website. At the top, there is a navigation bar with categories: РЕГУЛЯТОР, МАТЕРИАЛ, ТЕХНОЛОГИЯ, ТОВАР, НЕДВИЖИМОСТЬ, ДОРОГИ, ЖКХ, АРХИТЕКТУРА, ПЕРСОНА, ВИДЕО. The main content area features a large article titled "Земби-дом 2020: крепость и бункер с бассейном и пляжем" with a corresponding image. To the left, there are several smaller articles and banners, including one for "ЛЕГКОЕ БЕТОН, А НЕ БЮДЖЕТ" and another for "10 ВОЗМОЖНОСТЕЙ". To the right, there are more articles and banners, including one for "5 ТИПОВ ФУНДАМЕНТОВ" and another for "6 ФУНДАМЕНТЫ ПЕРУКИ". The layout is clean and professional, with a clear hierarchy of information.