



## ADVERTISING PRICE LIST FOR ADMAGAZINE.RU

Valid from January 1st 2020

### Standard banners

Format	Position	CPM (Cost per Mille), EURO
Billboard Standard Desktop: Full or 990x250 + Mobile: 300x150	all pages, except HP, dynamic	30
Billboard Premium Desktop: Full or 990x500 + Mobile: 300x150	all pages, except HP, dynamic	32
DoubleScyscraper 300x600 (Mobile: 300x250)	all pages, except HP, dynamic	27
Small Size Banner 300x250	all pages, except HP, dynamic	22
Take Over (S): 990x250 + 300x600	all pages, except HP, dynamic	36
Take Over (L): 990x500 + 300x600	all pages, except HP, dynamic	40
Native Teaser For articles only	all pages, except HP, dynamic	17

Placing a cross-cutting (desktop, tablet, mobile)

### Non-standard banners

Format	Position	Volume	CPM (Cost per Mille), EURO
Fullscreen	Desktop, Inner pages	all pages except HP, dynamic (frequency - 2 times a day)	50
SplashScreen	Mobile, Inner pages	1 Week,exclusive (frequency - 2 times a day)	2000 / week
Interscroller	all pages except HP, dynamic, F=2	on demand	35

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### Premium packages

Package name	Format	Position	Volume	Price, EURO
Package "FULL PAGE" - Standard Exclusive placement on Home Page	TakeOver: Desktop -Fullx250 + 300x600 Mobile - 300x150 + 300x250	Home Page	7 days (static)	3 150
	TakeOver: Desktop -Fullx250 + 300x600 Mobile - 300x150 + 300x250	Inner pages	70 000 (dynamic)	
Package "FULL PAGE" - Premium Exclusive placement on Home Page	TakeOver: Desktop -Fullx500 + 300x600 Mobile - 300x150 + 300x250	Home Page	7 days (static)	3 500
	TakeOver: Desktop -Fullx500 + 300x600 Mobile - 300x150 + 300x250	Inner pages	100 000 (dynamic)	

Placing a cross-cutting (desktop, tablet, mobile)

### PR/Promo

Format	Includes	Announcement	Price, EURO
Standard Article	up to 300 words, 10 pictures, 3 direct references to client's site	Preview on Home Page, 1 week Native Teaser (all pages, 70 000 impressions), announcement on social Networking (FB, VK)	2 500
Article with designer's comments	up to 300 words, 10 pictures, 3 direct references to client's site	Preview on Home Page, 1 week Native Teaser (all pages, 70 000 impressions), announcement on social Networking (FB, VK)	3 000
Premium Article (PR + Branding + Extra announcement)	up to 300 words, 10 pictures, 3 direct references to client's site + Branding + production of creatives	Preview on Home Page, 10 days Native Teaser (all pages, 100 000 impressions), announcement on social Networking (FB, VK), Banners Fullx250 & 300x600 (all pages, dynamic - 50 000 impressions)	3 600
Announcement package (events only)	5 editorial announcements 1 announcement: up to 50 words, 1 picture, 1 link to the registration	For one: Preview on Home Page, 1 week Native Teaser (all pages, 50 000 impressions), announcement on social Networking (FB, VK)	5 500

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# AD

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### Extra possibility

Format	Position	Volume	Price, EURO
Email Marketing: Leaderboard (750x250) to the subscribers base	Newsletter the only banner in the mailing list, at the top	Once: more then 10,000 contacts	1 450
	Letter from the chief editor the only banner in the mailing list, at the top	Once: more then 10,000 contacts	1 550
Instagram	Post	Once: picture, brief description, geolocation, partner page mark, hashtags	1 800
	Stories only	Up to 3 stories: picture with the link to the partner's site, hashtags	1 200
	Package: post + stories	1 post + 2 stories	2 500
Custom Solutions	Promo-pages, Branded editorial flow, competitions, interactive banners	Period of production - from 3 weeks	on demand
VIDEO AD YouTube channel	Video on YouTube AD		2 500
	Video on YouTube AD + Video-Rubric on site Admagazine.ru	Preview on Home Page	3 000
	Custom page with article and video on the site + Video clip on the YouTube channel AD	Preview on Home Page, 1 week Native Teaser (all pages, 100 000 impressions), announcement on social Networking (FB, VK)	4 000
	Commercial integration into editorial content	AD YouTube Video (Production on CN's side) Link to the partner's site Teaser (all pages), announcement on social Networking (FB, VK)	on demand

- Minimal order: € 1,000
- Rich-Media (Expandable, flying and so forth): + 20%
- Extra charge for GEO-targeting: 50%
- Seasonal coefficient: 1.15 - Distributed: March, April, October, November, December

- Cancellation of booking - no less than 3 weeks before campaign starting (standart banner placement), no less than 5 weeks placement (exclusive banner placement).
- At placing through foreign system permission of access to statistics is obligatory.
- Prices do not included VAT

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