

Rates for placement advertising- and info-materials in weekly "Ekonomika I Zhizn"

Format — A3

Issue's release day — *Friday*

Distribution — *the whole Russia*

Circulation — *220 000 copies*

Full-color advertisement on every page except the front one

Format (mm)	H Size (mm)	V Size (mm)	Rate (rub.; without VAT)	Discounts for	%
Banner in the header of the front page	252 x 21,1		57 100	Ad agencies (on publishing clients' financial reports)	15%
1/1		252 x 363,4	252 000	New clients	5%
1/2	252 x 179,9		151 200	Non-core clients	10%
3/8	252 x 134,0		113 400	Publishing financial reports	50%
3/10	149,5 x 179,9		105 840		
1/4	252 x 88,1		90 720		
1/5		149,5 x 134,5	77 110		
1/6	98,5 x 134,5		68 040		
1/10	98,5 x 88,1		46 270		
1/20	98,5 x 42,3		27 760		
1/40	47,3 x 42,3		16 100		
				For number of publications	%
				2–3	5%
				4–6	10%
				7–10	15%
				11 and more	20%

ALL RATES HERE ARE REVEALED WITHOUT VAT (VAT IMPOSED ACCORDING TO RUSSIAN FEDERATION'S LEGISLATION)

PLACEMENT REQUEST CAN BE SUBMITTED NO LATER THAN 10 DAYS BEFORE ISSUE'S RELEASE

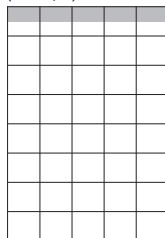
LAYOUTS AND PAYMENT DOCUMENTS MUST BE SENT NO LATER THAN 7 DAYS BEFORE ISSUE'S RELEASE

100% PREPAYMENT

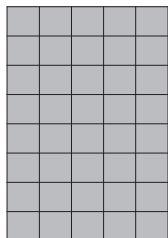


Size of advertising modules for "EZ"

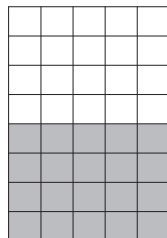
**BANNER
IN THE HEADER
OF THE FRONT
PAGE**
252x21,1
0,5 module
(5x0,5)



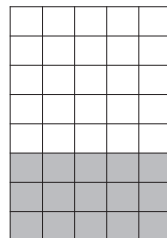
1/1
252x363,4
40 modules
(5x8)



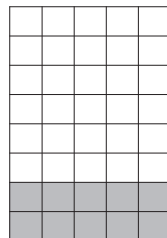
1/2
252x179,9
20 modules
(5x4)



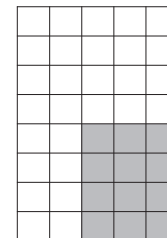
3/8
252x134,0
15 modules
(5x3)



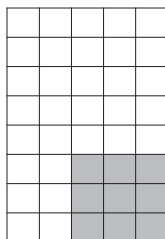
1/4
252x88,1
10 modules
(5x2)



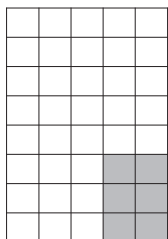
3/10
149,5x179,9
12 modules
(3x4)



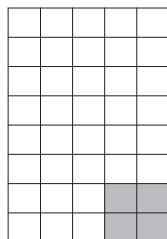
1/5
149,5x134,5
9 modules
(3x3)



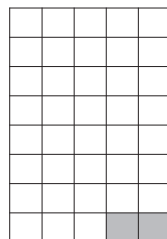
1/6
98,5x134,5
6 modules
(2x3)



1/10
98,5x88,1
4 modules
(2x2)



1/20
98,5x42,3
2 modules
(2x1)



1/40
47,3x42,3
1 module
(1x1)

