



ADVERTISING OPPORTUNITIES AT RUSSIANLONDON.COM

Advertising opportunities at this prime media include the following options:

1. Newsletter advertising.
2. Banner advertising.
3. Russian Britain Directory Advertising.
4. Premium Partner Advertising.
5. Events advertising
6. Advertising in Russian Media in the UK (Newspaper, Magazine, Radio, and TV, Online).



RUSSIAN LONDON NEWSLETTER

www.russianlondon.com

1. Russian London NEWSLETTER advertising

Distributed by email to more than 21.000 e-mail subscribes in the UK alone. (01.11.2004).

More than 400 news subscribers every 2 weeks.

Issued twice a month (26 issues per year) since spring of 1998.

Advertising can contain advertisement information and contact information: phone numbers, email, link to web address, etc.

Average Price: £ 30.00+VAT per issue. Discounts on advertising in 3 + Newsletters.

(Price on recruitment, events, property, etc is subject to higher premium prices).

Technical requirements for the newsletter advert:

Maximum length of text advert is 10 lines. (72 characters per line), no images

Delivery date- Friday every 2 weeks. Between 13.00 and 15.00

Submission deadlines for advertising no later than 12:00 on Friday of Newsletter week.

Pre payment is required.

More information available at: <http://www.russianlondon.com/advert/news/english>



2. BANNER ADVERTISING – RussianLondon.com

Placement of the following banners: 468 x 60, 120 x 60. 120 x120, 100 x100 and 88 x31 available in two ways – static and dynamic. Static placement is “renting” some permanent place for certain period of time. Dynamic placement available only by impressions and only if place is not occupied by static advertising. There is a flexible discount scale for long running static advertising.

Static advertising available for 1, 4, 12, 26 or 52 weeks.

Discount scale:

Number of weeks	1 week	4 weeks	12 weeks	26 weeks	52 weeks
Discount	no	4 weeks for the price of 3	12 weeks for the price of 8	26 weeks for the price of 16	52 weeks for the price of 30

**1. Static placement****Front Page**<http://www.russianlondon.com>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page No 1	X	X	X	X	X	X	X	X
Top of the page No 2	£ 250	£ 750	X	X	X	X	X	X
Bottom of the page	£ 150	£ 450	£ 80	£ 240	X	X	X	X
Left column	X	X	£ 100	£ 300	£ 120	£ 360	£ 60	£ 180
Right column	X	X	£ 100	£ 300	£ 120	£ 360	£ 60	£ 180

Russian London Newspaper<http://www.russianlondon.com/news>

Top of the page	£ 200	£ 600	£ 100	£ 300	X	X	X	X
Middle of the page	£ 150	£ 450	£ 75	£ 225	X	X	X	X
Bottom of the page	£ 100	£ 300	£ 50	£ 150	X	X	X	X
Left column	X	X	£ 80	£ 240	£ 100	£ 300	£ 40	£ 120
Right column	X	X	£ 80	£ 240	£ 100	£ 300	£ 40	£ 120

Chat<http://www.russianlondon.com/chat>

Top of the page	£ 80	£ 240	£ 40	£ 120	X	X	X	X
Bottom of the page	£ 40	£ 120	£ 20	£ 60	X	X	X	X
Left column	X	X	£ 30	£ 90	£ 40	£ 120	£ 20	£ 60
Right column	X	X	£ 30	£ 90	£ 40	£ 120	£ 20	£ 60

Matchmaking<http://www.russianlondon.com/freelove>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 100	£ 300	£ 40	£ 120	X	X	X	X
Bottom of the page	£ 50	£ 150	£ 20	£ 60	X	X	X	X

Forum<http://www.russianlondon.com/forum>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 80	£ 240	X	X	X	X	X	X
Bottom of the page	£ 40	£ 120	£ 15	£ 45	X	X	X	X

**Photo gallery**<http://www.russianlondon.com/photos>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 80	£ 240	X	X	X	X	X	X
Bottom of the page	£ 40	£ 120	£ 15	£ 45	X	X	X	X

Vanity Fair<http://www.russianlondon.com/freevf>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 80	£ 240	X	X	X	X	X	X
Bottom of the page	£ 40	£ 120	£ 15	£ 45	X	X	X	X

Job<http://www.russianlondon.com/recruitment>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 180	£ 540	£ 80	£ 270	X	X	X	X
Bottom of the page	£ 90	£ 270	£ 40	£ 120	X	X	X	X
Left column	X	X	£ 50	£ 150	£ 60	£ 180	£ 25	£ 75
Right column	X	X	£ 50	£ 150	£ 60	£ 180	£ 25	£ 75

Russian Directory<http://www.russianlondon.com/directory>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 120	£ 360	£ 50	£ 150	X	X	X	X
Bottom of the page	£ 60	£ 180	£ 30	£ 90	X	X	X	X
Left column	X	X	£ 40	£ 120	£ 50	£ 150	£ 15	£ 45
Right column	X	X	£ 40	£ 120	£ 50	£ 150	£ 15	£ 45

Free mail<http://www.russianlondon.com/freemail>

Banner size	468x60		120x60		120x120 or 100x100		88x31	
Number of weeks	1	4	1	4	1	4	1	4
Top of the page	£ 100	£ 300	X	X	X	X	X	X
Bottom of the page	£ 50	£ 150	£ 20	£ 60	X	X	X	X
Left column	X	X	£ 30	£ 90	£ 40	£ 120	£ 10	£ 30
Right column	X	X	£ 30	£ 90	£ 40	£ 120	£ 10	£ 30



Recruitment . Translations . Consultancy . PR . Tourism . Advertising . Media . Promotions

2. Dynamic placement by impressions.

Banner size	468x60	120x60	120x120 or 100x100	88x31
1.000 impressions	£ 10	£ 6	£ 8	£ 4

3. Dynamic placement by clicks through.

Banner size	468x60	120x60	120x120 or 100x100	88x31
1 click through	£ 2	£ 1.50	£ 1.50	£ 1

All prices are listed excluding VAT

More information available at: <http://www.russianlondon.com/advert/banner/english/>**RUSSIAN BRITAIN**
DIRECTORY**3. Advertising at Russian Britain DIRECTORY****«Bronze» Advertising Package** - Price- £50 + VAT per year.

This advertising package includes:

1. Advertising of your company in Russian Britain Directory for 1 year.
2. Listing at the top of the list of other companies in specific section of Russian Britain Directory
3. Information about your company will include and will be available for all users: name, tel, fax, address, description, email, www address, logo, map and images/photographs
4. 1 text advert at Russian London Newsletter (usual price £ 30+VAT)
5. Welcome set from RussianLondon.com. It includes RussianLondon.com T-shirt + Western Union T-shirt and other gifts.
6. Search in directory for you company will also be available based on key phrases.
7. You company will be participating in annual raffle with prizes including subscription to Russian newspapers and magazines.
8. Unlimited access to Russian Britain Directory.

"Silver" Advertising Package - Price- £100+ VAT per year.

This advertising package includes:

All services and advantages of the previous package plus additional:

1. Top listing in the specific category.(Above advertisers of smaller packages)
2. 3 text adverts at Russian London Newsletter (usual price £ 60)
3. 50.000 impressions of your banner(s) at RussianLondon.com (usual price £ 300). Banner(s) have to be submitted by your company.

"Gold" Advertising Package - Price- £ 250 + VAT per year.

This advertising package includes:

All services and advantages of "Bronze" package plus additional:

1. Top listing in the specific category.(Above advertisers of smaller packages)
2. 9 text adverts at Russian London Newsletter (usual price £ 180)
3. 200.000 impressions of your banner(s) at RussianLondon.com (usual price £1.000). Banner(s) have to be submitted by your company.
4. Placement of constant banner of smaller size or your logo in this section in the right hand column.

**"Platinum" Advertising Package - Price- £ 500 + VAT per year**

This advertising package includes:

All services and advantages of "Bronze" package plus additional:

1. Top listing in the specific category.(Above advertisers of smaller packages)
 2. 18 text adverts at Russian London Newsletter (usual price £ 360)
 3. 500.000 impressions of your banner(s) at RussianLondon.com (usual price £2.250). Banner(s) have to be submitted by your company
 4. Placement of a constant banner of a smaller size or your logo in this section in the right hand column.
 5. Placement of you banner (bigger size at the top part of this section) (Constant impressions, provided that there are no other platinum advertisers for this section or on equal share with other platinum advertisers.)
-

4. Premium Partner Package at RussianLondon.com

If you interested in more advance and permanent promotion at RussianLondon.com media we would highly recommend you Premium Partner advertising package.

Premium Partner Package Advertising Options at RussianLondon.com**Option 1 (- £ 2.000 per year)**

1. Premium partner link to your web site on every page of RussianLondon.com (bottom, right location) Permanent
2. Premium partner acknowledgement in all Russian London Newsletters. (Published every 2 weeks, 26 times a year.) Permanent.
3. Banner promotion at RussianLondon.com. Minimum 250.000 exposures per year are guaranteed. More will be provided free of charge if stock allows.
Dimensions (468x60 or 120x60). Banners are to be provided by client.
4. Publishing of unlimited number of press releases in Russian London Newspaper. Press releases have to be supplied by the client.
5. Unlimited Forum moderation and Forum advertising.
6. Publishing of unlimited number of events listings in our Events section of Russian London Newspaper. Events have to be provided by the client.
7. Unlimited publishing of your photos/images in Russian London Photo gallery Photos have to be provided by the client
8. Premium (top position and extended information) listing in our Russian Britain Directory. Top advertising package that is available at Russian Britain Directory.
9. Permanent 33-81 banner at RussianLondon.com front page and all Newspaper pages
10. Banner 100-100 rotation at all Newspaper pages (bottom of the article)
11. Rotating text announcements at all Newspaper sections

Option 2 £ 3.000 per year

Upgrade from the previous option (as above plus)

1. Permanent 468-60 banner at Forum
2. Permanent 468-60 banner at the Relevant section of Russian Britain Directory
3. Relevant section at the left hand column of the list of our portals (all pages) Example TV, Immigration, Medical, etc (only 1 is available per business). Direct link to your site
4. The same as at no.3, but at the bottom of the page, where all our sections are listed

Option 3. £ 4.000 per year

Upgrade from the previous options (as all options above plus)

1. Permanent 468-60 banner at the front page (Russian and English pages). Maximum 2 advertisers.
2. Permanent 100-100 banner at Russian Britain Directory

Recruitment . Translations . Consultancy . PR . Tourism . Advertising . Media . Promotions

3. Dedicated portal (if required) Example: www.russianlondon.com/tv
4. Off site promotion and support.
5. Logo and listing in our annual brochure.

All prices are listed excluding VAT

5. Front page announcement: Events section

Front page announcements in the events section are usually used in conjunction with the Newsletter.

Events advertising prices starts from £50 +VAT per 2 weeks.

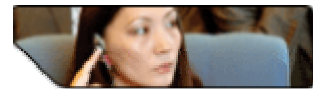
Event advertising can be used in conjunction with Russian Box Office services.



▶ **Recruitment
Personnel Solutions**



▶ **Tourism
Support services**



▶ **Translation
Interpreting**



▶ **Advertising
Promotions**



▶ **UK Mass Media
Support Services**



▶ **PR & Marketing
Consultancy**