

Banner advertising rates on ComNews.ru, RUR

№	Banner size, px	Placement area	Placement options	Rates					
				Only on main page		On all pages – site-wide		Package offer, including mobile version	
				month	week	month	week	month	week
1	1200x120	Upper panorama above the logo	It can be main page only or site-wide	68 000	19 000	200 000	55 000	255 000	75 000
								Banner on full version of the site+ mobile version (size 640x350, on top, under the section menu, site-wide)	
2	728x90	Under the section menu	It can be main page only or site-wide (except restricted pages)	75 600	21 000	120 600	33 500	183 500	51 000
								Banner on full version of the site+ mobile version (size 640x350, in the middle section, after the main news, site-wide)	
2.1	1200x90	Under the section menu	It can be main page only or site-wide	82 800	23 000	156 600	43 500		
3	728x90	Under the "Question of the Week"	It can be main page above "Question of the Week", or site-wide (embedded into news texts)	72 000	20 000	120 600	33 500	126 000	35 000
								Banner on full version of the site+ mobile version (size 640x350, in the bottom, main page only , under the "Question of the Week")	
4	1200x90/120	On the bottom, above the footer	It can be main page only or site-wide	68 000 (85 000)	19 000 (23 750)	162 000 (202 500)	45 000 (56 260)	122 400	34 000
								Banner on full version of the site+ mobile version (size 640x350, in the bottom, main page only , above the "Question of the Week")	
5	300x250		It can be main page	57 600	16 000	172 800	48 000		

1	1200x90	Above the logo	Site-wide	x	x	144 000	40 000
2	1200x90	Under the section menu	Site-wide	x	x	162 000	45 000
3	300x500	On the right column	Site-wide	x	x	144 000	40 000
4	1200x90/120	Above the footer	Site-wide	x	x	126 000	35 000

All rates excl. 20% VAT

Text blocks on ComNews.ru and Digital Economy section

№	Type of publication	Rates and terms of placement
1	Advertorial	ComNews.ru – publishing the company's news or market information in the News section for 1-5 days. Price – RUR 18 000 per day. After expiration date, the material is archived in the "News" section. "Digital Economy" – news published on the main page for 3 days, to further be moved into one of the 10 industry sections. Price - RUR 13 000. Text volume unlimited. Headline – up to 60 characters. Lead – one sentence. The publication is accompanied with company's copyright, the phrase "Advertorial" and date of publishing.
2	Advertorial interview	ComNews.ru – publication in the "Point of View" section for 3 business days. Price – RUR 100 000. On "Digital Economy"'s "Opinion" section with an announcement on the main page of ComNews.ru for 5 work days. Price – RUR 75 000 py6. Compulsory condition – the text should meet editorial requirements.
3	Companies' news	Possibility to publish up to 4 press releases per month in the advertising section "Companies' News". Headline – up to 80 characters. One gif, jpeg, or png illustration up to 100 Kb (on the internal page). Price under 12-month contract – RUR 74 000, under a 6-month contract – RUR 45 000.
4	Solutions / Technologies	Copywrite material on technologies 9 000 characters max. Headline – up to 60 characters. One gif, jpeg or png illustration, up to 100 Kb (on an internal page). Price – RUR 20 000 per 1 day. Minimal period – 3 days. The publication is accompanied with company's copywrite, author's name and date of publishing. After expiration date, the material is archived in the "Solutions / Technologies" section of comnews.ru

5	Digital economy / advertising in industry sections	Placement of logo, company profile and 1 project in one of the 10 industry sections, text volume unlimited. Price – RUR 30 000.
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All rates excl. 20% VAT

Banner advertising rates on the mobile version of Comnews.ru, RUR/week

№	Placement area	Banner size, px	Description	Price of placement site-wide
1	FullScreen	500x750	Banner pops up when the site is loaded	45 000
2	Banner	640x350	On top, under the section menu, site-wide	21 500
			In the middle, site-wide on the middle of the page	17 000
			On the bottom, main page only, under " <i>The Question of the Week</i> "	15 000
3	Catfish	640x90	Fixed position on the bottom of the screen, doesn't get scrolled, site-wide	15 000

All rates excl. 20% VAT

Banner advertising rates on the mobile version of “Digital Economy” project, RUR/week

№	Area of placement	Banner size, px	Description	Price of placement site-wide	Price of placement on main page only
1	FullScreen	500x750	Banner pops up when the site is loaded	25 000	x
2	Banner	640x350 (90)	Under the section menu	15 000 (10 000)	x
3	Catfish	640x90	Fixed position on the bottom of the screen, doesn't get scrolled, site-wide	15 000	x

All rates excl. 20% VAT

Notes

- Each banner (acceptable formats: gif, jpeg, png) cannot weigh over 100 Kb.
Banner file names may include only numbers, English letters or underscore symbol, and may not contain any Russian letters, spaces, inverted commas, dash or special symbols.
 - The banner must be accompanied with a working link to the advertiser's website.
 - All advertising materials should be submitted 3 days prior to the placement.
 - During the ad campaign, we will be tracking the stats of banner impressions and clicks by days, weeks and months (through adriver analytical tool). The advertiser may be provided guest access to adriver stats).
 - Optionally, HTML5 banners may be used in the ads (as long as they meet the [technical requirements](#)).
 - FullScreen banners for mobile version and catfish must be made in HTML5 ([technical requirements](#)).
- Non-standard format banners are to be discussed on an individual basis.*

