



advertising

g e n e r a l i n f o r m a t i o n

display

job opportunities

real estate

classifieds

mini guide

inserts

The  Moscow Times

M E D I A K I T 2 0 0 6

Display Advertising*

RATES*

	The Moscow Times
1 square	\$380
2 squares	\$.760
3 squares	\$.1,140
4 squares	\$.1,520
6 squares	\$.2,280
8 squares	\$.3,040
9 squares	\$.3,420
10 squares	\$.3,800
15 squares (1/2 page)	\$.5,700
30 squares (full page)	\$.11,400

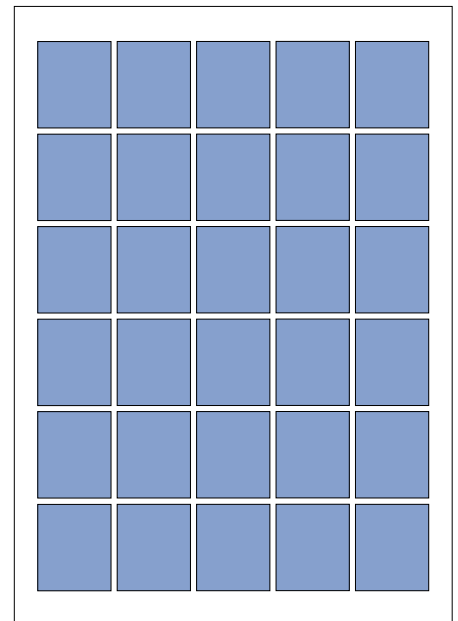
1 square: width - 49.8 mm, height - 58.7 mm
Layout and scale of the squares can be seen on page 22.

RATES FOR SPECIAL PLACEMENTS*

Advertising on certain pages carries a 30% surcharge.

2 squares on the front page	\$.1,495
3 squares on the front page	\$.2,243
5 squares on the front page	\$.3,738
1 square on the Stocks page (67 mm x 60 mm)	\$.767
Special placement in the Weather section (49.8 mm x 50 mm)	\$.444

*All prices exclude taxes stipulated under Russian legislation



Each page is divided into 30 squares.

PAYMENT

Advanced payment in rubles should be made by bank transfer, credit card or in rubles cash at the company's internal exchange rate.

If the services of your company are subject to obligatory licensing, the number of the license and the body it has been issued by should be mentioned in the text of your advertisement.

If your product requires certification, the advertisement's text must contain a customer warning to that effect.

DEADLINES

Advertising materials must be submitted at least 3 working days prior to publication. Cancellation of an advertisement must be made 3 working days prior to publication.

For more information contact:

tel.: (495) 232-3200
 fax: (495) 232-1764
 e-mail: sales@imedia.ru

JOB OPPORTUNITIES with subsection CAREER EDUCATION

Every Wednesday and Friday The Moscow Times publishes Russian and international job vacancy announcements of leading companies, information on business education, training courses, seminars, and MBA programs in Russia and abroad.

MODULE ADVERTISING

RATES*

Each page is divided into 30 squares. **1 square:** width - 49.8 mm, height - 58.7 mm.

	price	Maximum number of words
1 square	\$380	30
2 squares	\$760	60
3 squares	\$1,140	90
4 squares	\$1,520	120
6 squares	\$2,280	180
8 squares	\$3,040	240
9 squares	\$3,420	270
10 squares	\$3,800	300
12 squares	\$4,560	360
15 squares (1/2 page)	\$5,700	500
30 squares (full page)	\$11,400	1,000

Special placement of ads costs an additional 30% above the price of advertising space.

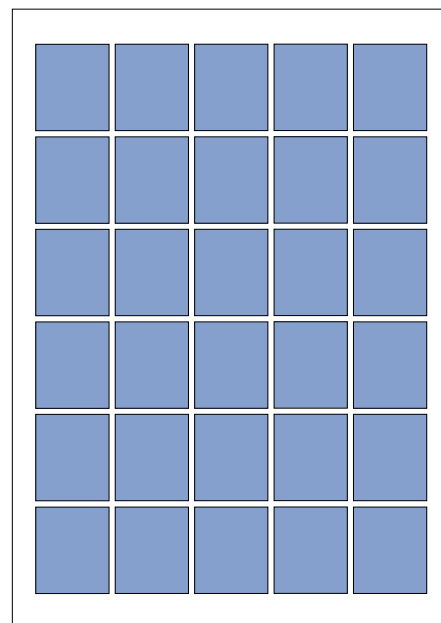
THE ADVERTISING MODULE EAR

The Moscow Times offers many opportunities for brand advertising in its Job Opportunities section.

The advertising module Ear is at the top of the page next the heading. (The size of the module is 60 x 30 mm).

RATES*

Price for one module Ear placement \$450



An example of a page divided into squares
Exact sizes of the squares are indicated
on page 22.

Ear



MAIL BOX SERVICE*

The Moscow Times provides mailbox services for clients who want to receive and to collect CVs using fax or e-mail in regard to an advertisement placed in the newspaper.

Price \$75

MINI RESUME*

The Moscow Times offers people seeking employment the opportunity to publish their own resumes.

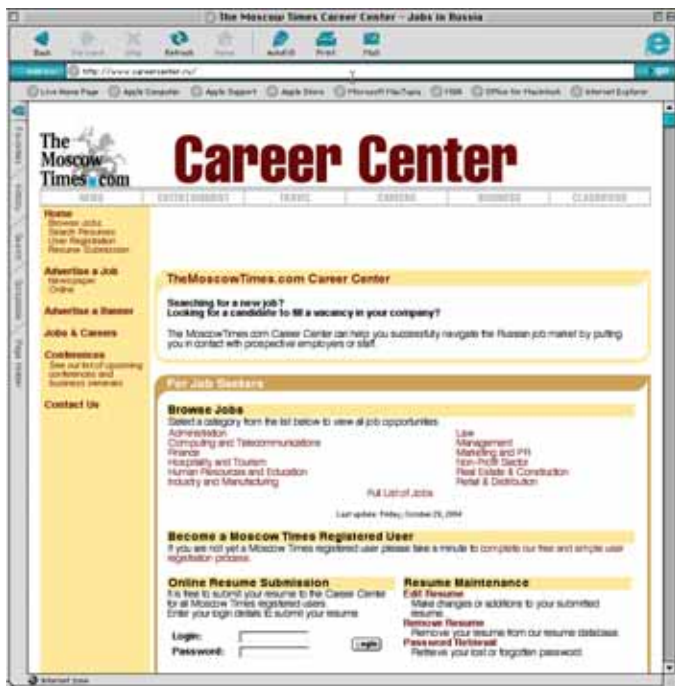
textual advertising \$20
display advertising \$75

MINI RESUME

RESUME	Mini JUNIOR ANALYST
	for Fixed Income Sales team
	MSc Banking and International Finance, Cass Business School, London
	BSc Business Management, King's College London
	Anna Pavlova, 8-916-505-3091 pavlova14uk@hotmail.com

ADVERTISING ON WWW.CAREERCENTER.RU

Possible placing of job listing or banners can be viewed at the Job Opportunities web page www.careercenter.ru



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For more information contact:

tel.: (495) 232-1768
fax: (495) 232-9175
e-mail: job@imedia.ru

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REAL ESTATE and CLASSIFIEDS rates

The Classifieds and Real Estate sections are published daily. These rubrics consist of textual and display advertising.

PLANE TEXT*:

1 word	\$1
1 word in bold	\$2

BOXED ADS*:

1 line 7 pts	\$5
1 line 9 pts	\$7,5
1 line 12 pts	\$10

DISPLAY ADS*:

1 sq. (40 x 65 mm)	\$110
1/2 sq. (40 x 32.5 mm)	\$55
«ear» (60 x 25 mm)	(minimum 25 placements) \$110

For special placement on the Real Estate page, an additional 30% from the original price will be charged.

SPECIAL PLACEMENTS IN CATEGORIES*:

1 st place	\$5
2 nd place	\$4,5
3 rd place	\$4
4 th place	\$3,5
5 th place	\$3

PERSONAL CLASSIFIEDS RATES*

Ad in the Personals section (up to 30 words)	\$15
Greetings	\$10

Appointments*

The Appointments section is published on Thursdays, on the editorial page. Deadline for sending text – 3 days before publication.

every 50 words	\$150
picture (photograph)	\$25

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For more information contact
Anastasia Khaustova :

tel.: (495) 232-4774

fax: (495) 232-9284

e-mail: a.khaustova@imedia.ru

MINI GUIDE*

The daily MiniGuide is a quick and comprehensive reference to goods and services available in the city.

Monday	Services
Tuesday	Health & Beauty
Wednesday	Leisure
Friday	Nightlife

RATES FOR TEXTUAL ADVERTISING

Company name and telephone numbers are printed in bold. In addition, clients may include text of up to 20 words.

Information with logo placement rates	\$50
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*Text above the 20-word maximum is charged at \$1 per word.
Maximum size of a logo – 2.5 square centimetres.*

RATES FOR TEXTUAL MODULE

Textual modules are published in a specially designed frame (80 x 35 mm).

Price for one textual module	\$60
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MINI-GUIDE DISPLAY MODULE

Price for display module (80 x 35 mm)	\$100
Discount coupon (80 x 25 mm)	\$60

The advertising module Ear is at the top of the page next the heading (61 x 27 mm).

Price for one module	\$110
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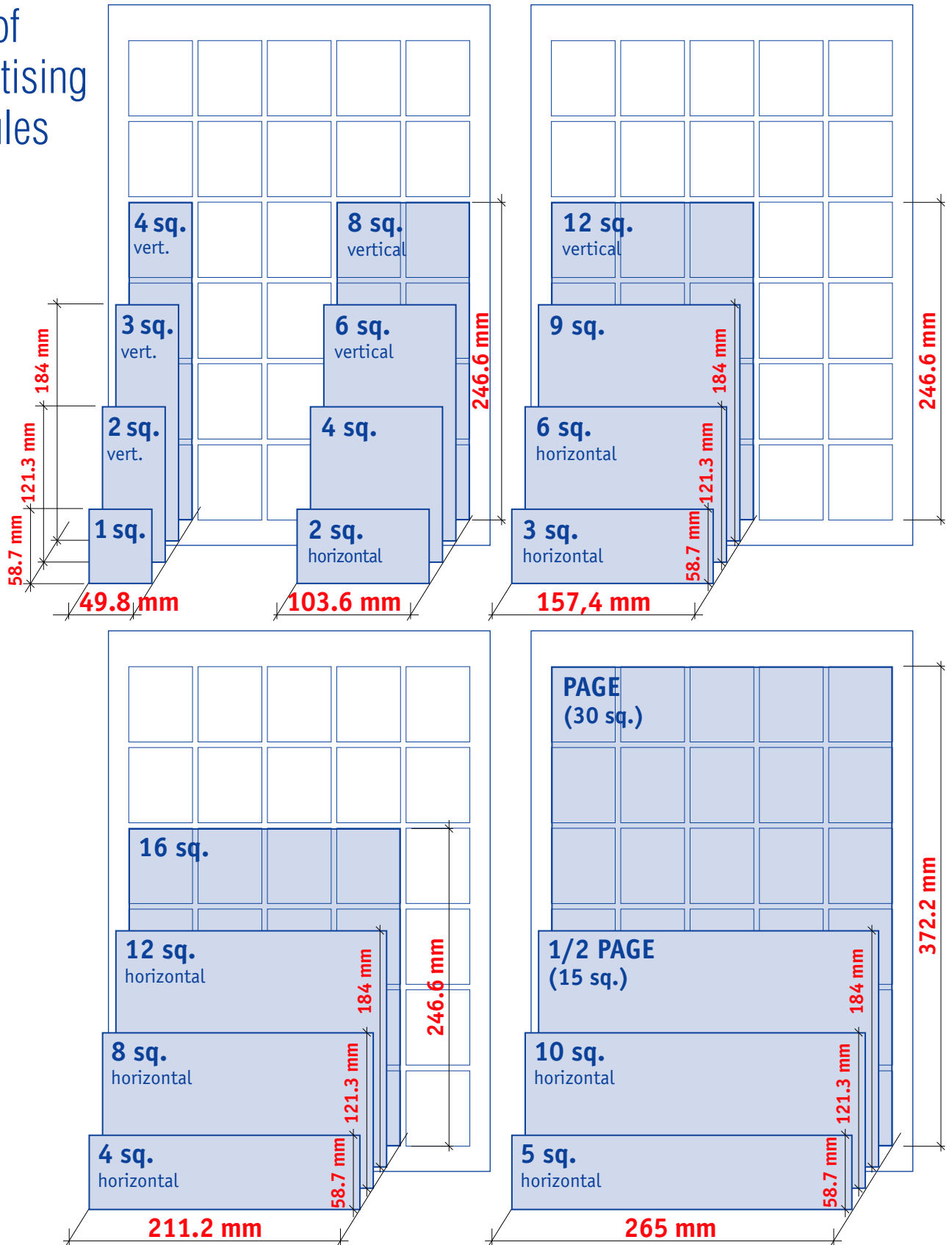
**For more information contact
Elena Gergina:**

tel.: (495) 232-4774
fax: (495) 232-9274
e-mail: e.gergina@imedia.ru

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Size of advertising modules



TECHNICAL REQUIREMENTS FOR ADS

GENERAL

All ads must have a frame according to the specified dimensions.

We only accept the following electronic formats (ready ads, logos, images)

Macintosh format, QuarkXPress 4.04 or earlier (all fonts used in the ad must be supplied). All images, logos etc. must be supplied in EPS or TIFF formats at a resolution of 300 dpi.

EPS format from Adobe Illustrator (8.0 or earlier) or export from Corel Draw to Adobe Illustrator (ai). In any case text should be in curves/outlines.

All pictures should have resolution 300 dpi and 100% scale.

COLOR USAGE (only on the first and last pages if possible)

Your ad may contain "cyan" 0%-100%.

IMPORTANT!

We DO NOT accept the following formats:

COREL DRAW, MS WORD, POWERPOINT, ADOBE PAGEMAKER, PDF!

We also DO NOT accept ready ads on film.

ENGLISH TEXTS

If you are unsure of how to translate or write a text in English, we offer the services of our copy editors. Texts may be sent to fax: 232-9284 or e-mail: 1@imedia.ru.

METHOD OF FILE DELIVERY

ZIP 100, CD

E-mail: 1@imedia.ru (Display ads)

2@imedia.ru (ads for Job Opportunities)

3@imedia.ru (ads for Real Estate, Classifieds, Mini Guide)

MATERIAL CAN BE DELIVERED TO THE FOLLOWING ADDRESS:

Ad Design Department: 3 Polkovaya Ul., Bldg. 1, Moscow.

For further information please call the Ad Design department of The Moscow Times by telephone (495) 232-4774 or by fax (495) 232-9284.

ADVERTISING INSERTS

IN THE NEWSPAPER

The Moscow Times offers advertisers the option of placing ready advertising materials as a supplementary insert to the newspaper.

*Price \$ 9,000

PAYMENT

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MAILING SHOTS FOR THE MOSCOW TIMES SUBSCRIBERS

For regular advertisers, The Moscow Times has an exclusive opportunity to make advertisements in the form of mailing shots. Delivery is made by The Moscow Times express service department.

*Price \$4,000

The maximum quantity of promotional material for mailing shots is six pages (A4) in envelope.

For non-standard formats, the cost is calculated independently.

For more information contact Display Advertising Sales:

tel.: (495) 232-3200
fax: (495) 232-1764
e-mail: sales@imedia.ru

ADVERTISING AT CONFERENCES, REGULARLY ORGANIZED BY THE MOSCOW TIMES

The Moscow Times offers the option of ready advertising materials inserted into packages received by conferences delegates.

*Rates \$500

A schedule of conferences is displayed on the site www.events.moscowtimes.ru

For more information contact Display Advertising Sales:

tel.: (495) 232-3200
fax: (495) 232-1761
e-mail: m.potapova@imedia.ru

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