

## 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
<i>Text above the 20-word maximum is charged at \$1 per word.</i>	
<i>Maximum size of a logo – 2.5 square centimetres.</i>	

### RATES FOR TEXTUAL MODULE

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

Price for one textual module .....	\$60
------------------------------------	------

### 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
----------------------------	-------



### 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  
Elena Gergina:**

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

\*All prices exclude taxes stipulated under Russian legislation