

ADVERTISING RATES

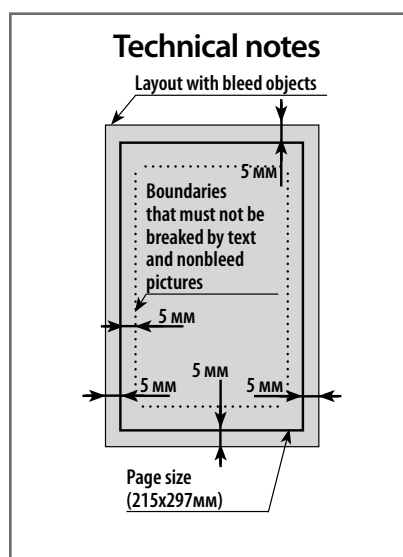
Size	Rate, UAH	Width x Height, mm
COVER		
Second page	44 000	225 x 307
Third page	36 000	
Fourth page	48 000	
Inside		
1 page	28 800	225 x 307
1 page (premium place) On pages 3,5,7	33 600	
Spread	32 000	2 x (225 x 307)
1/2 (vertical)	16 000	91 x 260
1/2 (vertical, bleed)	16 000	112 x 307
1/2 (horizontal)	16 000	186 x 127
1/2 (horizontal, bleed)	16 000	220 x 150,5
1/4 (vertical, bleed)*	8 000	64 x 307
Special suggestions		
Detachable coupon	32 000	2 x (148 x 210)
Market place		
1/16	1 000	43 x 61
1/8	2 000	91 x 61
1/8 (vertical)	2 000	43 x 127
3/16	2 880	138 x 61
1/4	4 000	91 x 127
1/4	4 000	186 x 61

* 1/4 (bleed) only in Soft section

Advertisement requirements

You may pay for our services in Ukrainian Grivnas or in any hard currency by the current rate of National Bank of Ukraine on the trade date (the date of signature of the order or contract).

- 100% prepayment;
- last term of reserving of publicity area for 20 days;
- deadline for ads - 14 days prior to issue;;
- submitted advertising materials should be stored as files of the following formats:
TIFF, JPG, Photoshop EPS – CMYK color model, resolution – 300dpi;
EPS – all objects are created under CMYK color mode, whole fonts are converted into curves, resolution of inserted bitmap images must not be lower than 300 dpi;
PDF – v.1.3, all objects are created under CMYK color mode, whole fonts are converted into curves or are embedded, resolution of inserted bitmap images must not be lower than 300 dpi;
- 3-week preservation period is reserved for all the advertising materials;
- storage media – CD-R/RW, DVD; or by e-mail, ftp;
- originals should be accompanied with printed copies;
- ads that do not comply with above mentioned requirements are to be rejected.



TYPICAL WAYS OF APPEARANCE THE ADVERTISING MATERIALS

