

2015 ADVERTISING RATES

RATE CARD no 12, EFFECTIVE FROM DECEMBER 2014 ISSUE NO 61

English	Rate in €	Русский
Full Page	485	1/1 полоса
Spread	900	Разворот без позиционирования
Guaranteed Right Hand Page (RHP)	525	Гарантированная правосторонняя страница
Full Page RHP (first 1/3 of the magazine)	625	Полоса в 1/3 журнала
First Spread	1785	Первый разворот
Second Spread	1485	Второй разворот
Third Spread	1350	Третий разворот
Fourth Spread	1250	Четвертый разворот
Fifth Spread	1150	Пятый разворот
Inside Back Cover / Spread Option	800 / 1250	Внутренняя задняя обложка / разворот
Back Cover	1400	Задняя обложка
Floppy cover spread (2 pages)	2200	Гейтфолдер (2 страницы)
Inside cover fold spread (4 pages)	1950	Гейтфолдер (4 страницы)
SERVICES & ADVERTORIALS		УСЛУГИ
Complete ad design	250	Законченный дизайн рекламы
Graphic Design Ad Design work / Hour	50	Работа графического дизайнера / час работы
Advertorial 2 Pages (incl. Production)	1050	Рекламная статья 2 страницы
Advertorial 4 Pages (incl. Production)	1920	Рекламная статья 4 страницы
<ul style="list-style-type: none"> • The contract discounts and rates are for advertisements placed within a period of 12 months from the placement of the first ad. Moi Ostrov issues 10 issues per year. • Prices are in Euro (€) and do not include VAT • Please see our editorial calendar for booking, cancellation and materials deadlines. • Advertising in Moi Ostrov magazine is subject to Moi Ostrov Advertising Terms and Conditions available at www.moiostrovmediakit.com & attached to our advertising contracts. • Translations for print advertisements are provided free of charge (word/doc file), for translation directly on design files a design charge of 50€ + vat/hour will be charged. • Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material furnished out-of-specification may result in an additional charge of up to 50 Euro. 		

TERMS OF PAYMENT

All advertisements should be prepaid

For contracts with credit, additional charges may apply and credit references may be requested.

Advance Billing in Full -10%

Prepay the whole contract of at least 3 ad placements for an additional 10% discount on your total contract.

ADVERTISING AGENCIES

Agency discounts for registered agencies.

CONTRACT DISCOUNTS

Number of ad pages	Discount
2	5%
3	10%
4-5	15%
6-9	20%
10-15	25%
16-20	30%
21+	35%

