



iXBT.com AD pricelist

actuality form 01 February 2016

1. iXBT.com main page

Место размещения	Traffic per week (AD shows)	Branding	240x400	240x400 (second screen)	text block "Company offers"
1.1 iXBT.com main page	650 000	\$17 500	\$5 833	\$2 917	\$1 333

2. iXBT.com dynamics (shows purchase)

Place of location	Place of location	Traffic per week	690x100/728x90 1000 shows	240 x 400 1000 shows	600x300/300x600 1000 shows
2.1 Internal pages	articles, sections main pages	2 000 000	\$8	\$9	\$10
	conference	3 000 000			

3. iXBT.com Internal pages (certain static places on internal pages of the web-site)

Place of location	Traffic per week	Branding	690x100/728x90	240 x 400	600x300/300x600
3.1 News	800 000	\$20 000	\$6 667	\$7 333	\$8 000
3.2 Notebooks and Tablet PCs	100 000	\$2 500	\$833	\$917	\$1 000
3.3 PC Platform	70 000	\$1 750	\$583	\$642	\$700
3.4 Cases, PSUs and UPSs	25 000	\$625	\$208	\$229	\$250
3.5 3D-Video and monitors	85 000	\$2 125	\$708	\$779	\$850
3.6 MacLife	30 000	\$750	\$250	\$275	\$300
3.7 Mobile devices	200 000	\$5 000	\$1 667	\$1 833	\$2 000
3.8 iT-Environment	20 000	\$500	\$167	\$183	\$200
3.9 Digital Photo	30 000	\$750	\$250	\$275	\$300
3.10 Multimedia	50 000	\$1 250	\$417	\$458	\$500
3.11 Digital Video	40 000	\$1 000	\$333	\$367	\$400
3.12 Projectors and TV	20 000	\$500	\$167	\$183	\$200
3.13 Storage devices	25 000	\$625	\$208	\$229	\$250
3.14 Applications and Utilities	50 000	\$1 250	\$417	\$458	\$500
3.15 Networks and Servers	45 000	\$1 125	\$375	\$413	\$450
3.16 OnRoad	25 000	\$625	\$208	\$229	\$450
3.17 Printers and peripherals	25 000	\$625	\$208	\$229	\$250
3.18 Comfortable house	70 000	\$1 750	\$583	\$642	\$700

4. Thematic pack

iXBT.com site section + profile iXBT.com conference sections	Traffic per week	Branding	690x100/728x90	240 x 400	600 x 300
4.1 Notebooks + forums ("Notebooks", "Tablet PCs and eBooks")	400 000	\$10 000	\$3 333	\$3 667	\$3 667
4.2 PC Platform + forums (CPUs, Cooling and overclocking, System boards)	170 000	\$4 250	\$1 417	\$1 417	\$1 558
4.3 3D-Video, TV-Tuners and monitors + forums (Videosystem, Monitors and other image devices, TV and FM tuners, Video-Out and Video-In)	200 000	\$5 000	\$1 667	\$1 667	\$1 833
4.4 MacLife + MacLife forum	100 000	\$2 500	\$833	\$833	\$917
4.5 Mobile devices + forums ("Mobile phones, smartphones", "Gadgets", "Mobile operators" and "Telephony, ATS")	350 000	\$8 750	\$2 917	\$2 917	\$3 208
4.6 iT-Environment + forums (About iXBT.com's materials, Computer market)	80 000	\$2 000	\$667	\$667	\$733
4.7 Digital Photo + Digital Image forum	160 000	\$4 000	\$1 333	\$1 333	\$1 467
4.8 Multimedia + forums (Digital Sound, Home Theaters, Image and Sound)	220 000	\$5 500	\$1 833	\$1 833	\$2 017
4.9 Digital Video + forums (Digital Video: capture and editing, Digital Home)	110 000	\$2 750	\$917	\$917	\$1 008
4.10 Projectors and TV + Home Theaters, Image and sound forum	210 000	\$5 250	\$1 750	\$1 750	\$1 925
4.11 Storage devices + forums (Memory modules, Magnetic and SSD storage devices, Optical storage devices)	130 000	\$3 250	\$1 083	\$1 083	\$1 192
4.12 Applications and Utilities + forums (Application software, Soft:Unix-like systems, Soft: OS and system software, Finance and Corporate software)	150 000	\$3 750	\$1 250	\$1 250	\$1 375
4.13 Networks and Servers + forums (Home internet modems, Communications nets and network technologies, Servers)	140 000	\$3 500	\$1 167	\$1 167	\$1 283
4.14 OnRoad + forum "Autoforum"	100 000	\$2 500	\$833	\$833	\$917
4.15 Printers, Peripherals + Peripheral forum	90 000	\$2 250	\$750	\$750	\$825
4.16 Cases, PSUs and UPSs + forum "Cases, PSUs and UPSs"	80 000	\$2 000	\$667	\$667	\$733
4.17 Comfortable house + forum "Electric home appliances and automotive"	270 000	\$6 750	\$2 250	\$2 250	\$2 475

5. PR and unconventional

	Place of location	Format	Cost
5.1	Main page, in the right column of the website	<p>Making and placement of video review (webcast). Announcement of webcast in the main page of iXBT.com in the format of movie window in the section «iXBT TV» during 20 days in rotation. Making a movie about the product of duration not longer than 5 minutes. Movie's scenario for editorial video review is made by iXBT.com editorial staff.</p>	Professional webcast - \$ 1600 Editorial video review - \$ 800
5.2	Main page, in the right column of the website All pages of news and articles of iXBT.com	<p>Leading of the quiz for knowing of Advertiser's products. One week - Leading of the quiz , one week - sizing up. Cost includes: scenario and quiz questions, making a page, winners identifications. Gist of the quiz: it's needed to choose the correct answer. To be able to choose the correct answer, it's needed to visit Advertiser's website. Quiz announcement on the main page of iXBT.com and all pages of news and articles. The prizes to the winners are provided by Advertiser.</p>	\$1 333
5.3	"Conference" in the rubric "Thematic forums of companies and vendors" or "New forums"	<p>Making of the forum, in the section "Conferences". Making of own topic in the forum.</p>	\$667
5.4	Mini-site at iXBT.com web-site or at the separate third level domain like competition.ixbt.com	<p>Create a separate page with the terms of participation, the elements of branding, logos, photos, prizes. Or study individual mini-site in corporate style advertisers, software development engine competition for specific requirements, depending on the activity.</p>	from \$ 2 000 and up
5.5	Separate information page at iXBT.com web-site	<p>Preparing and Creating an information page (infopage) about Advertiser products. Production of this type of PR-material consists of photographs, preparing a special content by profile editor, HTML layout. Announcing the infopages are available by any price list advertising tools.</p>	from \$ 350 and up
5.6	Text block in iXBT.com conference, right column, all pages	<p>AD or informational text block 240x110 pixels, up to four lines of 36 characters including spaces and punctuation marks (only 144 characters + 36 pixels in the header). The simultaneous deployment of up to three units.</p>	\$50 per day

It's possible to make special projects with placement in the domain of the third level. Options, scenario, production are optional discussed.

6. iXBT.com Special Projects (certain places purchase)

iXBT.com Project	Place of location	Traffic per week	Branding	690 x 100	240 x 400	600 x 300
6.1 GAMETECH.ru http://www.gametech.ru/	all pages of web-site	250 000	\$2 500	\$833	\$917	\$1 042
	all pages of web-site, and game's forum	450 000	\$4 500	\$1 500	\$1 650	\$1 875
6.2 iXBT Blogs http://www.ixbt.com/blogs/	all pages of web-site	50 000	\$750	\$250	\$292	\$333
6.3 iXBT.video http://www.ixbt.video	all pages of web-site	30 000	\$450	\$150	\$175	\$200
6.4 iXBT.photo http://www.ixbt.photo	all pages of web-site	800 000	\$4 000	\$1 333	\$1 600	\$2 000
6.5 Komok.com http://komok.com/	all pages of web-site	25 000	\$375	\$125	\$146	\$167
6.6 iXBT.market http://www.ixbt.market	all pages of web-site	50 000	\$750	\$250	\$292	\$333
6.7 iXBT.com mobile version http://m.ixbt.com/	all pages of web-site	20 000	\$300	\$100	\$117	\$133
6.8 Prosound.ixbt.com http://prosound.ixbt.com/	all pages of web-site	30 000	\$450	\$150	\$175	\$200
6.9 Digital magazine "iТори" for tablet PCs http://mag.ixbt.com/	AD printed page	-		\$500		

7. iXBT.com context AD

Place of location	Format	cost per click
7.1 On the pages of www.ixbt.com and its projects, corresponding to chosen key words	pop-up window (text/text+picture/picture/flash-block) sized to 320x220 pixels (it's shown after mouse pointer is directed at the key words in the text underlined with orange color line)	\$0,8

*Minimum order quantity for direct clients - 500 clicks

** Agencies can buy the contextual advertising only as a part of the whole advertising company (in the package with media advertising or PR-companies).

Notes

Extra charge on any targeting is 15% (geo targeting, frequency). Geo targeting is possible in Russia and Ukraine, only for placements in dynamics.

Order for placement in dynamics is possible for the shows quantity without strict limits in time (possible errors depend on places capacity).

Surcharge for placing banners in a code format (javascript or iframe) party system statistics - 15%

It's possible to place nonstandard banners formats : Alive and Explode. The terms are the subject to discuss individually.

Advertising materials must be sent not later than 1 working day before the placement.