

PR + ADVERTISING PRICE LIST ON SNOB.RU

(PRICE WITHOUT VAT 20%, IN RUBLES)

PLACEMENT FORMAT	PROMOTION OF A PIECE		PROCESSING OF A PIECE	IMPRESSION FORECAST*	COST OF SERVICE (placement), in rubles, before VAT
	Placement on the main page of the site (top nine squares)	Posting on social networks	Editing / text writing		
«Press release» The material is placed in the “News” section of the site. A hyper-link to the source is obligatory. Max. length: 1,500 symbols.	—	—	—	—	from 100 000
«Piece of news» The material is posted in the “News” section of the site. A hyperlink to the source is optional. Min. length: 1,500 symbols.	—	—	V	—	from 150 000
«Featurer» An extended piece of news. Comments from the client's featured speakers, a hyperlink to the source are optional. Max. length: 2,500 symbols.	V	V	V	10 000	from 250 000
«Article for publicity purpose» The material is only aimed at promoting a brand (the primary objective of the publication), its representatives and the activities of the advertiser. The piece can be written either by an author invited by the Client or by an author proposed by the Snob on the approval of the Client. The material is placed in the most relevant category or section on snob.ru website. A hyperlink to the source and a photo are optional. Max. length: 5,000 - 7,000 symbols.	V	V	V	15 000	from 350 000

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<p>«Interview»</p> <p>A material is prepared by the Snob's editors in cooperation with a representative of the Client's company.</p>	V	V	V	20 000	from 450 000
<p>«Commercial blog»</p> <p>An affiliate blog of the Client's representative on snob.ru website consists of 12 publications, with the first 3 being placed on the homepage of the site. This option aims at promoting a Company using the Blogs section of the websites to acquaint the readers with its story. The Client is entitled to publish and keep the published posts in the blog a period of up to 1 year.</p>	ON THE REQUEST	ON THE REQUEST	ON THE REQUEST	20 000	from 800 000
<p>«Special project — box solution»</p> <p>The content creators from the creativity department of the Snob prepare a proposal for the Client on the content in accordance with the stated technical specifications (TOR). The pieces are written by authors of the Snob and are subject to subsequent approval by the Client. The brand's integration may be done in one of the following formats to be agreed by the Client: TESTS, REVIEW, RANDOMISER, CARDS, SELECTION, TEST DRIVE, OPINIONS, HOW DOES IT WORK. The material is placed in the most relevant section or in a specifically launched section on snob.ru website (the cost of a new section is not included in the cost of the service and is to be paid separately).</p>	V	V	V	30 000	from 800 000

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«Podcast Series» 6 pieces. Audio material will be published with the typed script.	V	V	V	ON THE REQUEST	from 1 500 000
«Production report» A piece prepared by the editors after a visit to the production.	V	V	V	35 000	from 800 000
«Special project with a customized landing page» Projecting and creation of a landing page on the site with the subsequent technical support and maintenance throughout the validity period of the contract.	V	V	V	60 000	from 1 500 000

ADDITIONAL

<p>Projecting and creation of a section on snob.ru website with the following support and maintenance throughout the validity period of the contract. Affiliate materials of the Client (advertiser) are posted in a specifically created section on snob.ru website.</p> <p>E-mail newsletter to snob.ru subscribers/ the Snob club memberships. The Week's Best is a weekly selection of the past 7 days' key events and pieces of news. The Client's product will be mentioned in the material following the Newsletter.</p>	The specifically launched section is to be placed in the Topics category in the Header on snob.ru website.		from 500 000
	Once a week	20 000	200 000

E-mail newsletter to snob.ru subscribers/ the Snob club memberships. The Week's Best is a weekly selection of the past 7 days' key events and pieces of news. The Client's product will be mentioned in the material following the Newsletter.

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<p>SMM-posting in snob.ru social media communities</p> <p>VK (over 350,000 subscribers), Odnoklassniki (over 180,000 subscribers), Dzen (over 102,000 subscribers), Tg (over 33,000 subscribers)</p>	One post on one of the platforms	5 000	from 120 000
<p>«Editorial announcement on the website homepage»</p>	Additional placement on the homepage of the site		50 000
<p>Transfer of rights</p> <p>On content by SNOB.</p>	<p>Transfer of non-exclusive right to content for 3 months</p> <p>Transfer of non-exclusive right to content for 6 months</p> <p>Transfer of non-exclusive right to content for 1 year</p> <p>Transfer of non-exclusive right to content for 2+ years</p>	<p>+25% to the cost of production</p> <p>+50% to the cost of production</p> <p>+100% to the cost of production</p> <p>+150% to the cost of production</p>	
<p>Transfer of rights on the texts and photography by third-party authors, featured heroes and media personalities</p>	By agreement		

SURCHARGE

**Three changes when
drafting the project**

Included in the production cost

**Additional two changes in the
special project's draft**

+ 30% to production cost

**Additional five changes in the
special project's draft**

+ 50% to production cost

**Disabling third-party
advertising on the client's piece
publication page**

150 000 rubles before VAT

PRICES ARE IN RUBLES BEFORE VAT 20%

SEASONAL COEFFICIENTS, SPECIAL DISCOUNTS ON INDIVIDUAL CONDITIONS AND OTHER
ACCOMMODATION CONDITIONS ARE APPROVED BY A SEPARATE ORDER OF THE GENERAL DIRECTOR