



Jazz.Ru Online Ad Rates

March, 2019

With an average of 40,000 unique user sessions a month and more than 20 years of intense online experience, **Jazz.Ru** (<https://www.jazz.ru>) is the definitive source of information about jazz for hundreds of thousands of Russian-speaking audiences worldwide – and, generally, **your gateway to the Russian jazz market**. About 70 per cent of our audience is in Russia, other significant segments of visitors being from Ukraine, the U.S., Belarus, and Israel.

Significant **sources of daily traffic** are search engines (34 per cent), with social networks a close second with 20 per cent of the traffic, 42 per cent of those coming from Facebook, the rest being mostly divided between two specifically Russian social networks, VK.com (33 per cent) and OK.ru (22 per cent.)

We serve the following ad types:

Full-text ad article package

What do you get?

- Up to 1,000 words of quality editorial copy on a separate page with distinct URL within www.jazz.ru, augmented with graphic (photos etc.) and, if needed, embedded video and audio content, links to tickets purchase, and links to external info sources. The copy is branded with our Eight Note Sign (♩) which clearly marks the page as advertising;
- First-screen link on the front page for two weeks;
- 200X200 square ad banner on all www.jazz.ru pages, linked to your ad article;
- native share on Jazz.Ru social network pages.

What do you pay?

200 Euro for the whole package, or 150 Euro if you have a ready copy (which we translate into Russian and edit to according to our stylebook, at no additional charge.)

Banner ads, linked to external websites

600X90 leaderboard top of all pages: 200 Euro four weeks, 130 Euro two weeks

468X60 full banner on the front page, top screen: 150 Euro four weeks, 100 Euro two weeks

200X200 square in sidebar on all pages: 120 Euro four weeks, 80 Euro two weeks

We serve the following media types:

- **animated gif** image,
- **static gif** image,
- **png** image,
- **html**, and
- **swf** flash.

Contact us: editor@jazz.ru | www.facebook.com/JazzRuMagazine