

SILVER PARTNER (USD 50,000 - 90,000*)

15% effective discount on standard rates

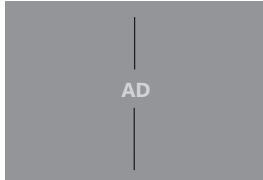
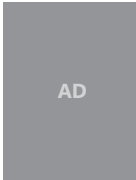
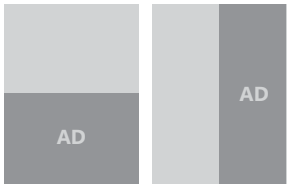


Terms and benefits of our Silver Partnership Package

At **Business Ukraine**, we see our advertisers as our partners. Because just buying advertising in today's competitive business world isn't enough. It's also about positioning your brand, raising its profile in the market, and most importantly, creating the optimal image in the collective mind of your selected target market as well as the business community as a whole.

As one of our selected **Silver Partners**, you will gain access to the following business tools and resources:

- **Up to ten copies of Business Ukraine** delivered to your company and/or selected partners every week for the period of the contract
- **Silver sponsor status at Business Ukraine events** held within one calendar year of the signing of the contract (small logo on promotional material, two complimentary invitations)
- **Automatic Silver Partner rates** for advertising in **special industry supplements**

Prices, sizes, placements

	420mm x 297mm (3mm bleed) Inside front/back: USD 10,200 Inside pages: USD 7,600		210mm x 297mm (3mm bleed) Back cover: USD 6,800 Inside front cover: USD 5,100 Inside pages: USD 3,400
	187mm x 133mm or 92mm x 272mm Pages 3-5: USD 2,500 Other placements: USD 2,100		92mm x 133mm or 187mm x 67mm Pages 3-5: USD 1,600 Other placements: USD 1,200
	92mm x 67mm Inside pages: USD 760		

*All amounts invoiced and payable in Ukrainian hryvnias at the opening exchange rate set by the National Bank of Ukraine on the date of the signing of the contract

Publishing and distribution data

Number of copies: 15,000

Number of pages: 24-32

- Distribution:
- ♦ Major newsstands in Kyiv and other cities in Ukraine, domestic and international subscribers
 - ♦ Embassies, chambers of commerce, cultural institutes
 - ♦ Major business centres and travel offices in Kyiv
 - ♦ Ukrainian central government ministries and regional councils
 - ♦ Major airlines
 - ♦ Four- and five-star hotels in Kyiv and major Ukrainian cities
 - ♦ Popular restaurants, bars, casinos, nightclubs, and cafés in Kyiv and in selected locations in other cities
 - ♦ Foreign ministries of other governments including the US, Russia, UK, Germany and the EU, major foreign NGOs