

Advertising Kit 2011

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Who are we?

RUSSIANSinUK was founded in 2006. Over the last 5 years we have focused on bringing the Russian business community around the UK together, by providing it with a variety of events, social gatherings and information.

RUSSIANSinUK is based in London. We provide our services through our own extensive database as well as through working together with a large number of medium and small Russian-speaking businesses.

Our Audience

We have ran a large number of events over the last 5 years. Our events primarily focus on the Russian-speaking business community.

We regularly communicate with our audience through:

- Newsletters
- Monthly Events
- Announcements
- RUSSIANSinUK forum
- Blogs
- Emails
- Charity Events

Furthermore, our community have a direct phone number for us, which they use to call us about extremely different matters, such as finding accommodation, work or simply with general enquiries about the UK.

Advertising with RUSSIANSinUK

We can advertise your service to different social media groups through:

- Sending out a newsletter (either unique to you or together with other services)
- Messaging our members
- Creating an event and inviting people to it

We can also build your own database for you, through:

- Build up service in any of the chosen channels
- Maintaining communication on your behalf

Finally, we can also increase the awareness of your services, through:

- Front page advertising on our website
- Listing your services in our business directory (including hyperlinks to your business)

For large events promotion, we also offer "Mass Promotion" packages.

Please see the next few pages for individual pricing.

Facebook (over 1500 members)

	£200	£250	£300
Messaging RUSSIANSinUK group 1,087 members)	✓	✓	✓
Messaging RUSSIANSinUK Business group (258 members)		✓	✓
Messaging RUSSIANSinUK Sport group (191 members)		✓	✓
Creating an Event (inviting 1,500 people)			✓
Sending a reminder out			✓

Odnoklassniki (over 1150 members)

Note: Odnoklassniki does not allow bulk-messaging. Therefore, each person will be contacted individually and each message will be different.

Service	Price
Private messages to contacts (8,000 UK contacts altogether)	£40 per 100 contacts
	£300 per 1,000 contacts
Group/Profile management (updating discussions, walls, replying to members)	£20 per day

www.RUSSIANSinUK.com
info@russiansinuk.com
 +44 (0) 208 123 0580

Twitter (over 12000 followers)

Service	Price
Profile background design	£30
Group/Profile management (updating discussions, walls, replying to members)	£20 per day

Other Services

Service	Price
Promotion from RUSSIANSinUK profile	
Sending a hyperlink out	£30
5 messages with links	£50

Email Marketing (over 4000 members)

Concerts, business meetings, fairs, exhibitions, conferences, seminars, roundtables, festivals and lots of other Russian events in London and UK. you can find in RUSSIANSinUK Almanakh. Promote your event in Almankh and it will be delivered to more than 4,000 subscribers!

Not an event holder? It's NOT a problem! Advertise your business in Almanakh and exceed your branding and performance goals.

Service	Price
Purpose-built email (including design) to 3,974 Russian Professionals	£250
Only hyperlink inclusion	£20
Only banner + hyperlink inclusion	£40

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Mass Promotion Packages

		£1,400	£1,800	£1,900
	1,500 people	✓	✓	✓
	8,000 people	✓	✓	✓
	4,000 people		✓	✓
	47,000 people	✓	✓	✓
	150 people		✓	✓
	3,500 people			✓
	400 people		✓	✓
	400 people		✓	✓
	155 people		✓	✓




Website advertising

With over 21,000 visits a month and 5,000 unique visits (and growing) we will be happy to offer you a place on our website, through advertising, business directory listing or forum.

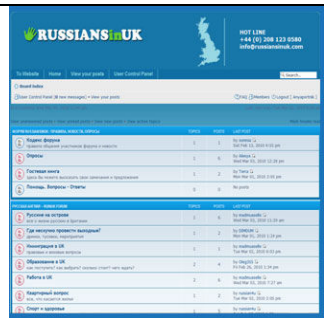
Find more than 9 places for your advert on russiansinuk.com:

The screenshot shows the russiansinuk.com website interface with 9 numbered callouts indicating advertising spots:


- 1:** Events Calendar (Sept 2010)
- 2:** Upcoming Events (White Lotus Festival)
- 3:** Post Info (Virtual Blue Bird)
- 4:** Business Directory (Capital Agency UK, Dance Harmonics, Dastakhan, Erebat, FC Spartans, FM Group)
- 5:** Medicine / Clinics (RuDent Russian Dentistry, The Belgravia Centre)
- 6:** Business Directory (Dastakhan)
- 7:** Footer (KFC, Pasha Hotel, Lingvo House, Russo-British)
- 8:** Forum (Virtual Blue Bird)
- 9:** Classifieds (Search Results)

	Price	Includes
<p>1. Promote your event</p> 	£200	<ul style="list-style-type: none"> - 315x210px banner + 300x185px banner (we will provide you with a professional banner design absolutely for free) - Full event description in English and in Russian - Links to the event or your website - Listed until the event takes place (max 1month) -map
<p>2. Promote your event</p> 	£150	<ul style="list-style-type: none"> - 300x185px banner (we will provide you with a professional banner design absolutely for free) - Full event description in English and in Russian - Links to the event or your website - Listed until the event takes place (max 1month) -map
<p>3. Advertise your business</p> 	<p>£80 - 1 week £140 - 2 weeks £250 - 1 month</p>	<ul style="list-style-type: none"> - 300x185px banner (we will provide you with a professional banner design absolutely for free) - Link to your website


4. Notice Board

	<p>FREE</p>	<p>Register on the website and get possibility to add free adverts on our forum</p>
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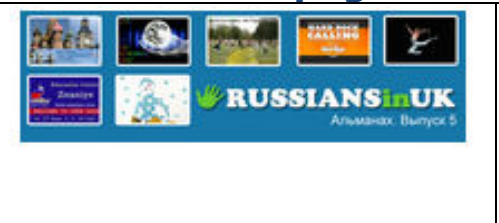
5. Business Directory

	<p>£75 - 1 year £20 - 1 month</p>	<ul style="list-style-type: none"> - 100x100 px banner - Listing in English and Russian - Link to the site - Full details and description
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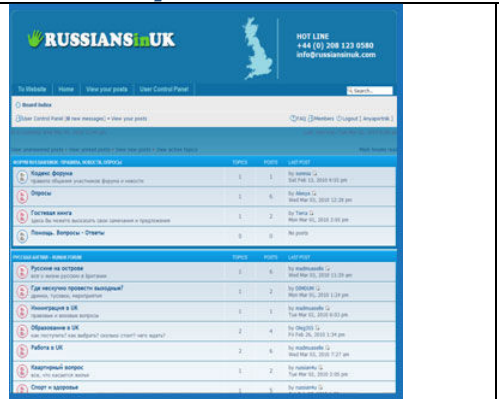
6-7. Become our partner

	<p>(Front page (partners logos are shown randomly)+ partners page)</p> <p>- £50 - 1 year - Free (with a reciprocal link)</p>	<ul style="list-style-type: none"> - 150x100px banner - Description in English and Russian - Link to the site
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8. Newsletter page

	<p>FREE</p>	<ul style="list-style-type: none"> - List in our Almanakh (see page #) and your advert stay in our newsletter archive forever! - Check: www.russiansinuk.com/newsleter
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9. Run your own forum section

	<p>£150 per year</p>	<p>We will be offering for one company to represent each industry. You can ask questions, answer them and build up your community.</p>
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Other Services

Facebook

Group/ Profile creation	£20
Group/Profile management (updating discussions, walls, replying to members)	£10 per hour

Vkontakte

Group/ Profile creation	£20
Group/Profile management (updating discussions, walls, replying to members)	£10 per hour

Twitter

Group/ Profile creation (including design)	£40
Group/Profile management (updating discussions, walls, replying to members)	£10 per hour

Odnoklassniki

Group/ Profile creation	£20
Group/Profile management (updating discussions, walls, replying to members)	£10 per hour

* Contact us for more information and individual prices

Free stuff and Discounts

- Link Swaps
- Partnership listings, if RUSSIANSinUK members get 10% discount on your services
- Membership
- Notice board advertising
- Event listing in the calendar on mutually beneficial terms

You are entitled to a 20% discount if you are:

- A charity that we are not actively supporting
- A University
- Our partner

Discounts are also available if you buy more than 1 service at the same time

Contacts

For any further information, please send all of your enquiries to

info@russiansinuk.com

Or contact us directly on:

0208 123 0580

Opening hours: Monday – Friday 7am -4pm

Payment Instructions

All the payments were to be done through our Head Office (Virtual Blue Bird).

Instructions:

Bank: HSBC

Payee: Virtual Blue Bird Ltd

Account Number: 11618067

Sort Code: 40-01-07