

9/01/2007

## Advertising Rate Schedule



**ALL TERMS AND CONDITIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE, PLEASE DOWNLOAD THE MOST UP-TO-DATE VERSION OF THE DOCUMENT FOR LATEST TERMS, OR EMAIL [MARKETING@YEREVANNIGHTS.COM](mailto:MARKETING@YEREVANNIGHTS.COM)**

YerevanNights - the leader in Armenian Online Entertainment - now offers a variety of options to maximize your business by advertising to the hundreds of thousands of our listeners and website visitors. Yerevan Nights is by far the most popular Armenian internet music radio station and one of the most popular Armenian websites.

The advertising packages can be tailored to your specific needs including program sponsorship, web-site banners and featured advertisement, as well as on-air advertisements and announcements. Below is a summary of packages.

### The Radio: On-Air Advertisement

<input type="checkbox"/> Package 1	1 per day Prime-Time Spot	2 Regular Spots	15 seconds	90 total appearances/mo	\$195.00
<input type="checkbox"/> Package 2	1 per day Prime-Time Spot	2 Regular Spots	30 seconds	90 total appearances/mo	\$345.00
<input type="checkbox"/> Package 3	2 per day Prime-Time Spots	4 Regular Spots	15 seconds	180 total appearances/mo	\$475.00
<input type="checkbox"/> Package 4	2 per day Prime-Time Spots	4 Regular Spots	30 seconds	180 total appearances/mo	\$595.00
<input type="checkbox"/> Regular Advertising Slots	15 seconds	\$80 per 20 spots	30 seconds	\$140 per 20 spots	

- "Prime Time" is considered 9am-1pm Pacific Time, based on the average number of listeners
- The audio files must be provided by the customer in .mp3 or .wav formats, or on an audio CD
- Our professional voice artists and sound engineers can create Armenian or English advertisements with a male or female voice and sound effects for prices starting from \$75 depending on the duration and complexity of the advertisement.

### Program Sponsorship

Sponsoring a program ensures exclusive advertising spots immediately before, after, and during the program as well as a mention by the host. The sponsorship rates are highly flexible. Please contact [marketing@yerevannights.com](mailto:marketing@yerevannights.com) for more details about sponsoring specific programs.

### The Website: Banner Advertisement

We currently feature **one large banner** 520x101 pixels, appearing on all the pages of the website. At any time there will be a maximum of 10 ads being rotated randomly with an equal time of exposure. The monthly price is

- \$395 per spot in the rotation.
- The artwork of the banner must be provided by the customer in a .swf, .jpg, .png, or .gif, and is **subject to approval** by our staff. We cannot feature overly graphic or vibrant, annoyingly dynamic, or otherwise tasteless banners.
- Our professional graphic designers can create custom banners for you for an hourly rate of \$60.

### Main-Page Central Feature, Special Announcements

The terms and conditions for featuring events and other content-based advertisement, as well as special on-air announcements are highly flexible and are set as agreed upon. Please contact for more details.

### The TV Show: Commercials on YerevanNights.TV show aired on Horizon TV

- \$300/4-weeks for one 30 second spot in each show - 8 prime time spots, 4 morning spots per month
- \$500/4-weeks for two 30 second spots in each show - 16 prime time spots, 8 morning spots per month

Our professional staff can also produce high-quality commercials for affordable prices starting from \$900.

### Sponsorship Package:

- \$395/month - Includes 2 verbal mentions during each TV show (32 total/month) and a spot in the rotation of the top right 200x101 banner of YerevanNights.com

**We offer special terms for combined advertising options and high-volume customers including: bonus advertising spots, free-of-charge custom advertisement preparation, discounts, etc.**

**All Advertising Packages receive a 15% discount on a 3-month commitment basis, and 25% for 6-month.**