



First and Largest Russian Newspaper in Colorado

**Media Kit**

Dear friends,

Let us introduce the First Russian Newspaper in Colorado, "**Gorizont**" ("**Horizon**" in Russian), the newspaper that addresses all of the advertising and information needs of over 70,000 Russian-speaking community members in our state. "**Gorizont**" has been presenting the Russian-speaking community of Denver with news, information, reports, recommendations, and advertisement **since 1995**.

The main purpose of "**Gorizont**" is to inform and educate the Russian community about the American lifestyle in general, as well as to notify our readers about new businesses, stores, services, and other possibilities that could be available to them. Although many of our readers no longer struggle with English, our Russian publication still makes it easier for them to access major news, listings of community events, and other important information such as locating doctors, dentists, lawyers, real estate agents, mechanics, repair shops, dealerships, stores, shopping and entertainment. Our cultural group is often unable to obtain such vital information elsewhere.

As Denver and the entire state of Colorado grows, the Russian community in Denver expands as well. Russians from major cities across the United States are still moving to Denver to raise their families. Increasing numbers of Russian professionals and their relatives are coming from Russia and former Soviet Republics to live in Colorado. *They are all our readers.* They learn about US from our outstanding INTERNET ISSUE of "**Gorizont**" at [www.gorizont.com](http://www.gorizont.com)

<b>Publication:</b>	Weekly (4 times a month), Fridays
<b>Format:</b>	Newsprint, full color and b&w <b>112 pages</b> (15" x 10.5") weekly
<b>Readership:</b>	<b>Metro Denver</b> 70,000+ / <b>World wide</b> 200,000+ (Internet traffic)
<b>Distribution:</b>	All Russian businesses including Grocery Stores, Restaurants, Coffee Shops, Corporate Offices, Doctor's Offices, Hair Salons, Libraries, Apartment Complexes, Senior Citizen Complexes and Adult Day Cares, Waiting Rooms, Car Dealerships, Travel Agencies, Russian Art Galleries, Colleges, Schools and Universities teaching ECL programs – total over 150 locations.

Read Gorizont Online at: [www.gorizont.com](http://www.gorizont.com)

**Areas of Distribution:** South East Denver, Glendale, Aurora, Arvada, Thornton, Boulder, Colorado Springs, Breckenridge.

**Demographics:** Our readership consists of approximately 42% men and 58% women, and as common in Russian and East European Jewish community, they are generally very well educated professionals, typically own their own home, report an average household income of \$95,000+

**Content:** Our newspaper features editorials and analytical articles on various subjects, including current events, economy, employment, worldwide and local news including news from USA, Russia, Israel, and Eastern Europe, interviews with politicians and celebrities, interviews with members of our community, recreational pages, "What to Do in Denver", "Colorado News with a Smile", complete TV-guide (13 Russian TV channels), movie and play reviews, poetries and short stories by local authors, real estate news, crosswords, horoscopes, ongoing literature contests, photo beauty tournaments, and much more. We work directly with major Russian newspapers, TV and news agencies that provide us with exclusive articles and information. We also publish advertising (both display ad and classified) representing over 85% of the whole Russian Business market in Colorado. In "Gorizont" we also feature articles on the businesses we advertise. These articles provide the Russian community with important facts and explicit information concerning the advertiser's business. Each article is accompanied by a print advertisement. The articles as well as the advertisement can be written by the individual advertiser or, upon the request of the advertiser, by a staff writer or reporter of "Gorizont", all of whom are well know in the Russian community.

**"Gorizont" is the best way to introduce your business to the larger Russian-speaking community of Colorado.**

## Special information

### ADVERTISING RATES (prices per 4 insertion)

Price per month / display advertising	Full Page	1/2 page	1/4 page	1/8 page
1 to 5 months contract (black & white ad)	450	250	200	100
6 to 12 months contract (black & white ad)	400	200	150	90
1 to 5 months contract (full color ad)	550	350	300	n/a
to 12 months contract (full color ad)	500	300	250	n/a

(up to 25% OFF for advertising agencies)

## Display Ad Dimensions

Ad Size	X	Y
Full page	9.5	13.1
1/2 page horizontal	9.5	6.4
1/2 page vertical	4.6	13.1
1/4 page vertical	4.6	6.4
1/8 page horizontal	4.6	3.2
*We accept ads in PDF format		

## Special Insertions

First Cover	+ 100%
Second page	+ 25%
Back Cover	+ 50%
Classified page	+ 75%
Art work ad only (free for our clients)	25 / h

Classified rate	\$15 per month
Телефонный справочник	от \$50 в год

Publisher reserves the right to accept or reject the request for specific placement with consideration of Publisher's needs and on the basis of space availability.

**Design Cost of your ad:** **No charge** to you for ad design, ad creation or ad revisions.

**Deadlines:** **Monday by noon** for current week printing

**Discounts:** **Special discount available.** Please contact our representative.

**Payment Method:** Visa, M/C, American Express, Discover, Check

**Contact:** **Your representative** \_\_\_\_\_



**ADVERTISING CONTRACT** Please sign and fax to 1-866-559-2923

Date: \_\_\_\_\_ Advertiser (company name): \_\_\_\_\_ AccN: \_\_\_\_\_

Check if advertising agency Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip \_\_\_\_\_ Phone: \_\_\_\_\_

Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

**1. Insertion schedule:** *(check months desired)*

Year \_\_\_\_\_  January;  February;  March;  April;  May;  June;  
 July;  August;  September;  October;  November;  Dec.

Year \_\_\_\_\_  January;  February;  March;  April;  May;  June;  
 July;  August;  September;  October;  November;  Dec.

**2. Frequency:**  4 weeks  2 weeks (offered in special occasions only)

**3. Space size:**  Full page  1/2 page(h)  1/4 page (v)  1/8 page(h)

**4. Special placement:**  1/2 page(v)  Double full page  Center spread  
 Back cover  Inside back cover  Front cover

**5. Color requirements:**  Black & White  4-color **6. Bleed:**  No  special order

**7. Special instructions:** \_\_\_\_\_

**8. Cost:** \_\_\_\_\_ B&W \_\_\_\_\_ + position \_\_\_\_\_ 4 color \_\_\_\_\_ + other \_\_\_\_\_ + bleed

**TOTAL AMOUNT DUE PER MONTH** *(in U.S. Dollars)*

**9. Billing:**  Direct to advertiser;  Through agency if listed above *(check one)*

Payment enclosed *(Enclosed is my check for \$ \_\_\_\_\_). I understand that this money is non-refundable and agree to follow all advertising conditions listed on this contract and in the rate card.)*



## CONTRACT AND COPY RULES

**Advertorials** Advertising simulating editorial content must carry the word "advertisement" in 8 point type.

**Alterations** An additional charge will be made for typesetting or alterations.

**Approval of advertising** All advertising is subject to publisher's approval. Since *Gorizont* does not endorse products, we may (but not have to) limit ads to those products that have been evaluated and listed by third party independent safety testing laboratories. We do not publish materials promoting hate or those that could be considered as a potential cause of damage to our advertising clients or readers unless stated different by US Court.

**Billing** Bills are rendered at the time of publication.

**Cancellation dates** Cancellations accepted only prior to closing date. **All cancellations must be in writing.**

Covers and preferred positions are non-cancelable (unless agreed to on special occasions by *Gorizont* representative).

**Contract Rates** Insertion orders or contracts should specify a definite schedule of insertions, issues, and sizes of space to qualify for a specific rate. A contract year begins with the first ad and extends for 12 months. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the contract year. In lieu of a signed contract, ads will be billed at open rate.

**Financial Responsibility** Advertisers are financially responsible for the account upon agency's failure to pay.

**Indemnity** It is understood that the advertiser agrees to indemnify and protect *Gorizont* from any claims or expense resulting from the unauthorized use of any name, photo, sketch, design or words protected by copyright or registered trademarks, or labels in connection with the advertising referred to in this order.

**Publisher copy protective clause** Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, or of any sketch, map, labels, trademark or other copyrighted matter) or advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards.

**Rate protection policy** Advertisers will be protected at their contract rates for the duration of present contract. Contracts may be cancelled at the time rate changes become effective without incurring short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

**Regulations covering acceptance of advertising** As indicated under Contract and Copy regulations appearing in Standard Rate and Data Service (SRDS) Business Publication Edition.

**Storage** Negatives or positives will be stored by publisher for 6 months and then destroyed unless otherwise advised by the advertiser or the agency.



ГОРИЗОНТ