

----- ***WHY ADVERTISE?*** -----

Investing in Internet advertising that achieves good results represents a highly efficient investment. Internet advertising is much more favorable than advertising with other media.

In this difficult time of economic crisis, it is important that companies continue to advertise. A recent Ipsos-Reid study indicates readership soars in times of crisis.

The Strategic Planning Institute reviewed 749 businesses and 1,639 brands and came to the following conclusions for each strategy:

Cut: Reducing advertising to increase short-term profits did not work.

Hold/small increase: A moderate increase (0-20%) in advertising spending in a soft market can improve share. Improved share leads to higher return on investment.

Increase: Those companies that increased their advertising spending (+48% on average) during a recession earned double the share gains of those that increased more modestly. This does result in a drop in return on investment in the short term (-2.7%) but this is outweighed by increased revenue and profit growth when economic conditions improve.

Queen's Professor Ken Wong highlights that companies that commit to ad spending during a recession, garner gains (vs. their competitors) over the first two years of recovery.

----- ***ADVANTAGES OF ADVERTISING ON BALKANS.COM*** -----

Balkans.com Business News is the leading business news portal covering the Balkans region.

- *HIGH "AVERAGE TIME ON SITE"* – your brand and/or company will benefit from the increased time our users spend on **Balkans.com Business News**- our website **visitors spend an average of 25 minutes per session** allowing the advertiser to receive more exposure.
- One stop advertising connecting you throughout the Balkans
- Continual contact with our readers through our alerts and week in review news
- A powerful marketing and communication platform to reach a targeted audience in the Balkans
- Balkans is a region with a lot of opportunities and growing purchasing possibilities

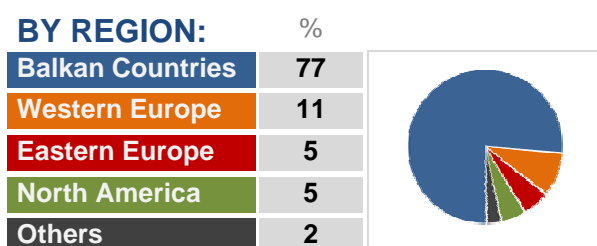
----- ABOUT BALKANS.COM -----

Balkans.com Business News is a Balkan based online business news source providing up-to-date daily news and weekly reviews, market research, financial reports, and database of companies, from Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, FYR Macedonia, Greece, Montenegro, Romania, Serbia, Slovenia and Turkey. The business-only website in English, Serbian and Greek keeps you up-to-date with its comprehensive coverage of the region, in-depth analysis of industries and business opportunities, interviews with business leaders, special reports and a searchable database.

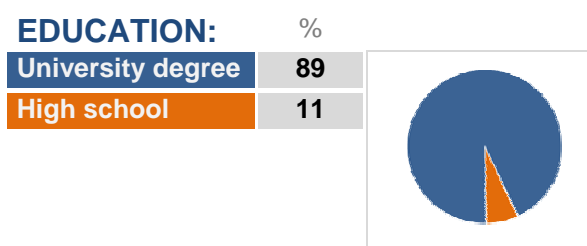
The **Balkans.com Business News Team** gathers a multinational and multi-lingual group of journalists, translators, managers and economists. The timely and objective business news is written by our team of talented and knowledgeable, on-the-ground correspondents throughout the Balkans.

----- READERS PROFILE -----

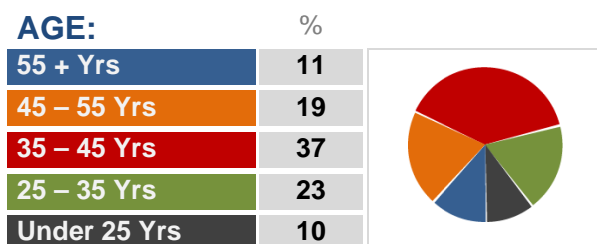
BY REGION:



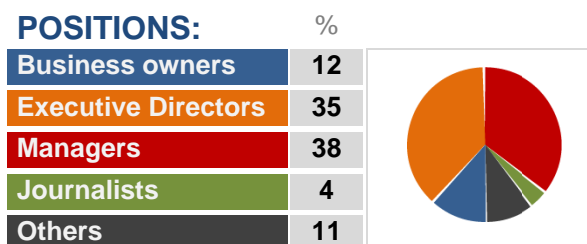
EDUCATION:



AGE:



POSITIONS:



78% MAN

22% WOMAN

OUR AVERAGE READER:

MAN , 35-45 YEARS OLD

UNIVERSITY DEGREE OWNER

**EXECUTIVE
DIRECTOR/MANAGER**

FROM BALKAN REGION



----- ADVERTISING PRICES -----

Advertising options on our web site are manifold. Our team of advertising and marketing experts will be happy to inform you on the details of the available options, and help you choose the best campaign for you.

TOP POSITION – ALL PAGES

For maximum exposure, by advertising on the homepage, your banner is automatically visible on all pages and on more than 4.000 news pages by over 7,000 readers per day, as each news item appears in a separate page.

The screenshot shows the top navigation bar of the Balkans.com website. On the left is the logo 'Balkans.com Business News'. To its right is a large orange banner area with the text '728X90'. Below the banner are several navigation links: 'Login', 'Free Registration', 'Make Balkans.com Your Home Page', 'ADVERTISE WITH US', 'Place Our News on Your Website', and 'Advanced News Search'. A secondary menu contains 'BALKANS NEWS', 'BUSINESS SECTIONS', 'INTERVIEWS', 'INTELLIGENCE', 'BUSINESS DIRECTORY', 'BUSINESS OPPORTUNITIES', 'JOB CENTER', and 'ABOUT US'. At the bottom, there is a list of regional categories: 'All News', 'Albania', 'Bosnia and Herzegovina', 'Bulgaria', 'Croatia', 'Cyprus', 'FYROM', 'Greece', 'Montenegro', 'Romania', 'Serbia', 'Slovenia', 'Turkey', and 'About The Balkans'.

P r i c e s i n E u r o p e r m o n t h

1 Month	3 Months	6 Months	12 Months
2.000	1.800	1.600	1.400

Note: The banner will hold a maximum of 3 adverts, which will only rotate upon a refresh or reviewing of the page. You can reserve 2 places with a 10% discount or all 3 places with 20% discount.

★ PLUS OUR 12 MONTH CONTRACT REWARD PROGRAM.

MIDDLE POSITION - HOME PAGE LARGE

Placed on Home Page (between Interview and Insight box on the right), as well as on more than 4.000 news article pages.

P r i c e s i n E u r o p e r m o n t h

1 Month	3 Months	6 Months	12 Months
1.600	1.400	1.300	1.100

Note: The banner will hold a maximum of 5 adverts which will rotate automatically at 15 second intervals. Please negotiate with us if you interested to reserve more or all rotation places.

Home Page



News Articles Pages



★ PLUS OUR 12 MONTH CONTRACT REWARD PROGRAM.

MIDDLE POSITION – HOME PAGE SMALL

Reserved for only 5 advertisers in each of 3 banner spaces which will rotate equally.

P r i c e s i n E u r o p e r m o n t h			
1 Month	3 Months	6 Months	12 Months
800	700	650	550

★ PLUS OUR 12 MONTH CONTRACT REWARD PROGRAM.

COUNTRY AND/OR SECTION PAGES

You can choose to advertise only on pages for a specific country or section (industry), according to your business interests. These banner spaces are not reserved just for just one advertiser, but instead will rotate automatically at 15 second intervals. Depending on your choice, the banner will appear on specific country page and/or section pages, at the right side of the page chosen.

P r i c e s i n E u r o p e r m o n t h			
1 Month	3 Months	6 Months	12 Months
450	300	250	200

★ PLUS OUR 12 MONTH CONTRACT REWARD PROGRAM.

Country:

Albania
Bosnia and Herzegovina
Bulgaria
Croatia
Cyprus
FYROM
Greece
Montenegro
Romania
Serbia
Slovenia
Turkey

Sections:

Franchising
Markets
Real Estate

Arts & Culture
Politics
Sports
Travel

Next to the Knowledge Center

The screenshot shows the top right corner of the Balkans.com homepage. A 120x90 banner space is highlighted in orange. To its right is the 'Knowledge Center' section with a 'Top Lead' button. Below the banner are sections for 'Tbilisi 2009 SAS Roadshow', 'Greece 2009', and 'Most Popular Industries'.

Pages Right Middle

The screenshot shows a page on Balkans.com with a 300x250 banner space highlighted in orange on the right side. The page content includes news articles and a 'Pages Right Middle' section.

BUSINESS OPPORTUNITY AND/OR JOBS CENTER PAGES

Pages Right Middle

The banner will hold a maximum of 3 adverts which will rotate automatically at 15 second intervals.



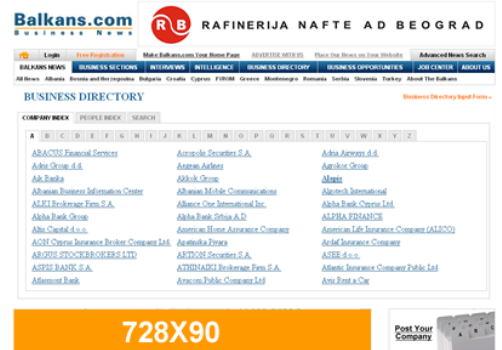
P r i c e s i n E u r o p e r m o n t h			
1 Month	3 Months	6 Months	12 Months
450	300	250	200

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BUSINESS DIRECTORY

Under the List

Reserved for *JUST ONE ADVERTISER* - no rotation.



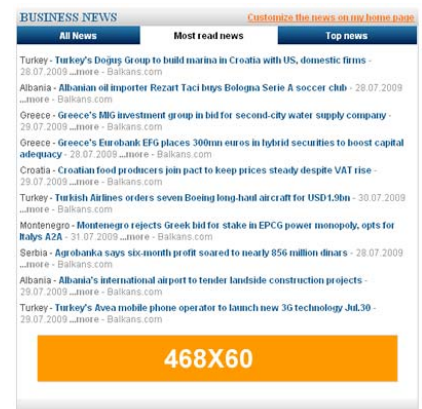
P r i c e s i n E u r o p e r m o n t h			
1 Month	3 Months	6 Months	12 Months
700	500	450	400

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MOST READ TAB

The banner will be visible inside Business News Box at the bottom of the Most Read Tab. Business News boxes are placed on the main country pages as well as on the home page. The banner position is reserved just for one advertiser per box with no rotation.

Business Boxes



P r i c e s i n E u r o p e r m o n t h			
Home page			
1 Month	3 Months	6 Months	12 Months
80	70	60	50
Country Pages			
1 Month	3 Months	6 Months	12 Months
60	50	40	30

Note: Purchasing more than 9 combinations of countries will result in a 30% discount.

TEXT ADS

Text ads are visible on the main country pages below the “IN THE SPOTLIGHT” “box. It is designed to look like links to articles inside our website. Text ads may link to your site or to custom-made presentation pages inside our website. Presentation page inside our website may include as much text, links and images as you need in order to present your business in the best possible way. You may also post a video if you wish.

P r i c e s i n E u r o p e r m o n t h				
With presentation page				
1 Month	3 Months	6 Months	12 Months	
300	270	240	200	
Without presentation page				
1 Month	3 Months	6 Months	12 Months	
250	220	180	160	

Note: Text ads are reserved for main country pages and just for 3 ads without rotation. Our journalist, translators and designers will assist you in making presentation page. Purchasing more than 9 combinations of countries, region page or sections will result in a 30% discount.

★ **PLUS OUR 12 MONTH CONTRACT REWARD PROGRAM.**

SPECIAL FEATURE

Special feature is the 5th tab on “In The Spotlight” section. “In The Spotlight” appears on the home page as well as on the country and news by industry pages.

With your choice of spotlight, you will receive a presentation page. The presentation page will include a story written by the sponsor in English which will be translated into Greek and Serbian. This story can be a press release, a news item, a success story about your company, news or industry information about your industry and/or company, testimonials, interview, industry viewpoint, etc. We suggest a story that will interest our readers. The length of the story cannot exceed 1000 words and must be approved by Balkans.com editorial staff. You can include 3 images and links to your site, also it's possible to show video. Special feature is billed by the day.

P r i c e s i n E u r o p e r d a y			
Home Page	Home Page + One Country Page	Country Page	On All Pages
60	80	50	120

IN THE SPOTLIGHT

Politics	Arts & Culture	Sports	Travel
<p>Albania Moves to Clear Coast of Communist-Era Bunkers... 31 July 2009 Albania's coastal municipality of Seman has launched...more <small>31.07.2009. Source: Balkan Travelers</small></p> <p>Last night's TV: The Scandalous Adventures of Lord Byron, Supersizers Eat Ancient Rome... . He was not chosen, we must assume, for his literary criticism. In more <small>28.07.2009. Source: The Guardian</small></p>			
<p>Truck transport Albania LKW WALTER also organises your truck transport from Albania to al European countries and back. <small>View more: www.lkw-walter.co.uk</small></p>			
<p>*nbgteam web & graphic design Our business-driven approach separates us from typical web design companies. <small>View more: www.nbgteam.com</small></p>			

IN THE SPOTLIGHT

Politics	Arts & Culture	Sports	Travel
<p>Slovenia, Croatia seeking to break border dispute deadlock are meeting Friday in an attempt to resolve the border dispute, which stalls ...more <small>31.07.2009. Source: Focus Information Agency (Bulgaria)</small></p> <p>Customs administration of the new Plovdiv Airport has unique conditions Plovdiv. Customs administration of the new terminal at Plovdiv Airport has unique working....more <small>31.07.2009. Source: Focus Information Agency (Bulgaria)</small></p>			

★ 12 MONTH CONTRACT REWARD PROGRAM

Additionally if you select a 12 month contract on any banner advertisement-you will also receive:

- **A SPOTLIGHT SPONSORSHIP WITH PRESENTATION PAGE**
- **SPECIAL LISTINGS IN BOTH JOB CENTER AND BUSINESS OPPORTUNITIES**
- **SPECIAL LISTINGS IN BUSINESS DIRECTORY**
- **INTERVIEW TO APPEAR IN OUR VERY POPULAR INTERVIEWS BY Balkans.COM SECTION**
- **TEXT AD ON OUR NEWSLETTER**

ALERTS IN USER SPACE

Each user has own space after log in. Under the alerts tab it's possible to make specific alerts which can be made and seen under that tab but also received through email. Alerts are happening when new article is uploaded and according to user choice. We can include your text ads in alert tab and link in alert message.

It will be seen by all users who are using this feature and link will be included in all daily mail alerts by language.

Prices in Euro per month

1 Month
1550

3 Months
1500

6 Months
1450

12 Months
1400

Note: This feature is useful as additional to your campaign, and when you have some hot announcements.

ADDITIONAL SERVICES

For clients who do not have their own Internet presentations, the Balkans.com team will make a page with the organization's basic information (logo, address, e-mail, contact form, a short description of activities) free of charge. URL page link will be like <http://www.balkans.com/clientname>

This page will be active during the period of time in which your at least one banner will be appearing on our pages.

If you want other possibilities to exist on this page (online ordering and sales, forms, catalogues with product descriptions, video contests, surveys, etc), please contact us for the conditions.

----- TECHNICAL REQUIREMENTS -----

- Formats: JPG, JPEG, GIF, FLASH ANIMATION
- Weight: image or flash banners must not exceed 40 Kb
- **You can send us 3 different banners for each language** (English, Serbian, Greek)
- If you need any assistance in graphic design services, our designers will help you.

----- ADVERTISING ORDER FORM -----

Company name:	
Address:	
City/Country/Postal Code:	
Contact Person:	
Contact Phone:	
Email:	
Tax ID:	

----- INTERESED IN -----

PAGE/SECTION/FEATURE	DURATION

IMPORTANT:

Payments are made via bank transfer. Total amount is due within 14 days of the invoice issue date.

Contact:

Balkans.com Business News

Tel: **+381 11 2630-327**

Email: **mvujanic@balkans.com**