

Media formats**Toster (toster.ru)**

Format	Placement	Type	CPM (1000 impr cost)* rub	avg CTR
Стандартные баннеры				
240x400	all pages, above the fold	dynamics	500	0,5
300x500	all pages, above the fold	dynamics	550	0,55

*prices before VAT

Addition to price

1. Geo targeting Moscow	20%
2. Geo targeting Spb	15%
3. Geo targeting other cities	10%
4. Frequency: F=3	10%
5. Content: habs targeting	10%
6. Mobile	20%
7. Main page	20%
8. Operating system	15%