

# Advertising on **PROMT.One**

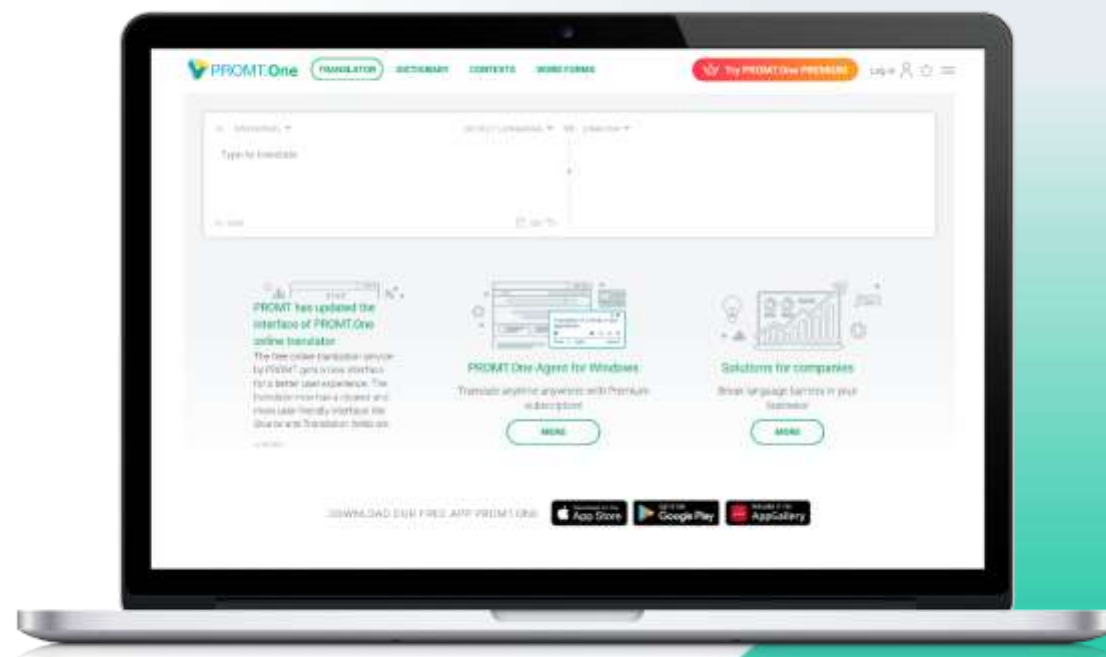


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# I. Facts about the PROMT.One service

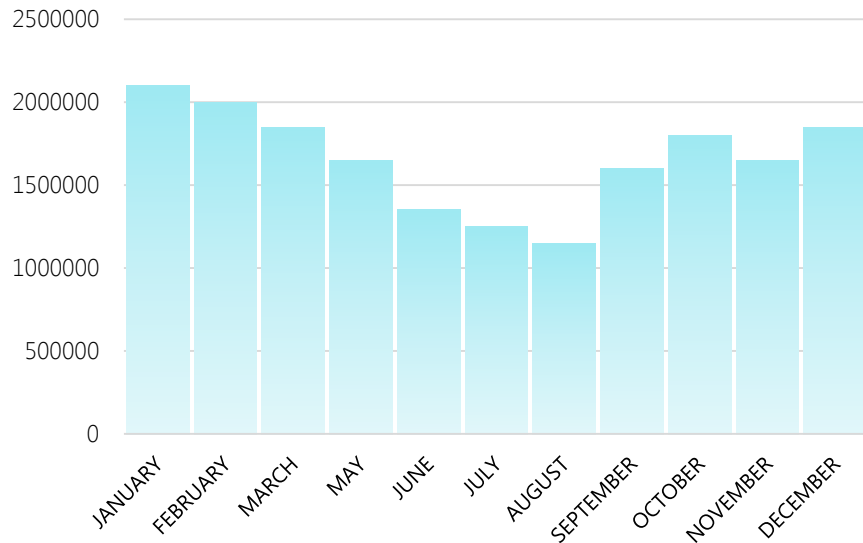
- The **PROMT.One** service by **PROMT** is a popular online translator, a free Online-Translator.com \ Translate.ru site with a 22-year history of success;
- It is an opportunity to translate from more than 25 languages of both major European and Asian language groups;
- Modern neural machine translation linguistic technologies developed by PROMT;
- Desktop version of **Online-Translator.com** and **Translate.ru**, mobile version **m.online-Translator.com** and **m.translate.ru** and also **PROMT.One Apps** for **iPhone, iPad and Android** allow to translate on any mobile or desktop device;
- The PROMT.One service is regularly improved: the web and mobile sites;
- It is an experienced team of professionals and exceptional opportunities for media placement and non-standard advertising campaigns;
- A separate activity of the PROMT.One service team is creating and implementing integrated special advertising projects.



# II. PROMT.One users

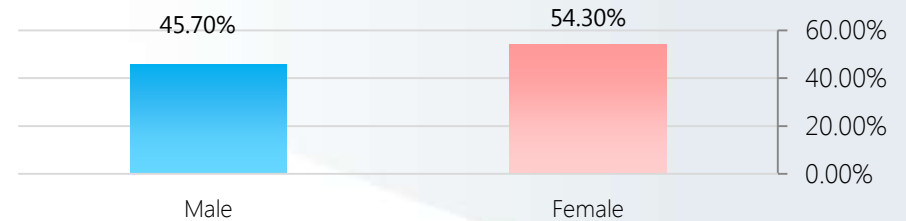
- The total coverage of the PROMT.One service is about 2 million unique visitors per month;
- User traffic is up to 200 thousand visitors daily (websites + apps);
- More than 1 million views of advertising pages per day;
- The target users core (18-45 years old) is about 70% of users;
- The main user groups are students, professionals, office workers and managers.

PROMT.One users for 2020

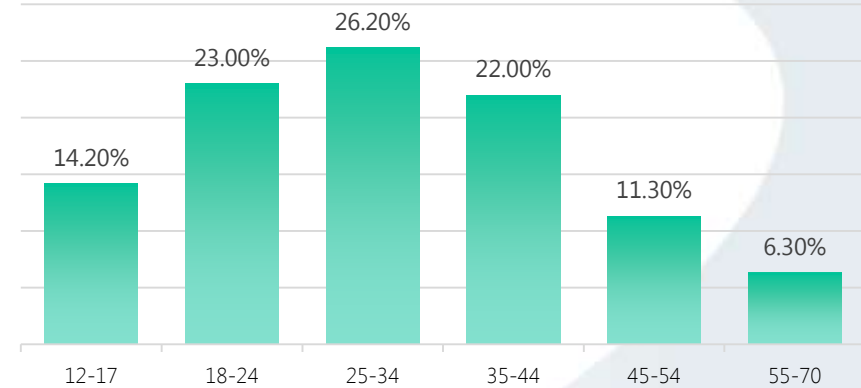


## PROMT.One AUDIENCE PROFILE

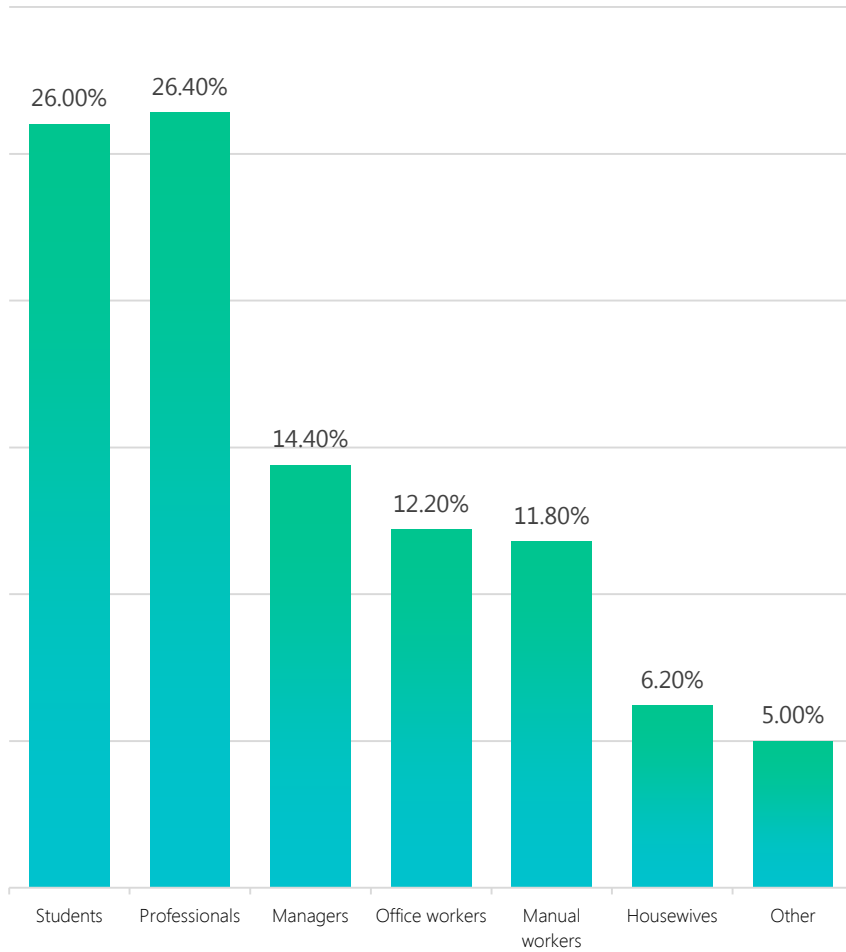
Gender:



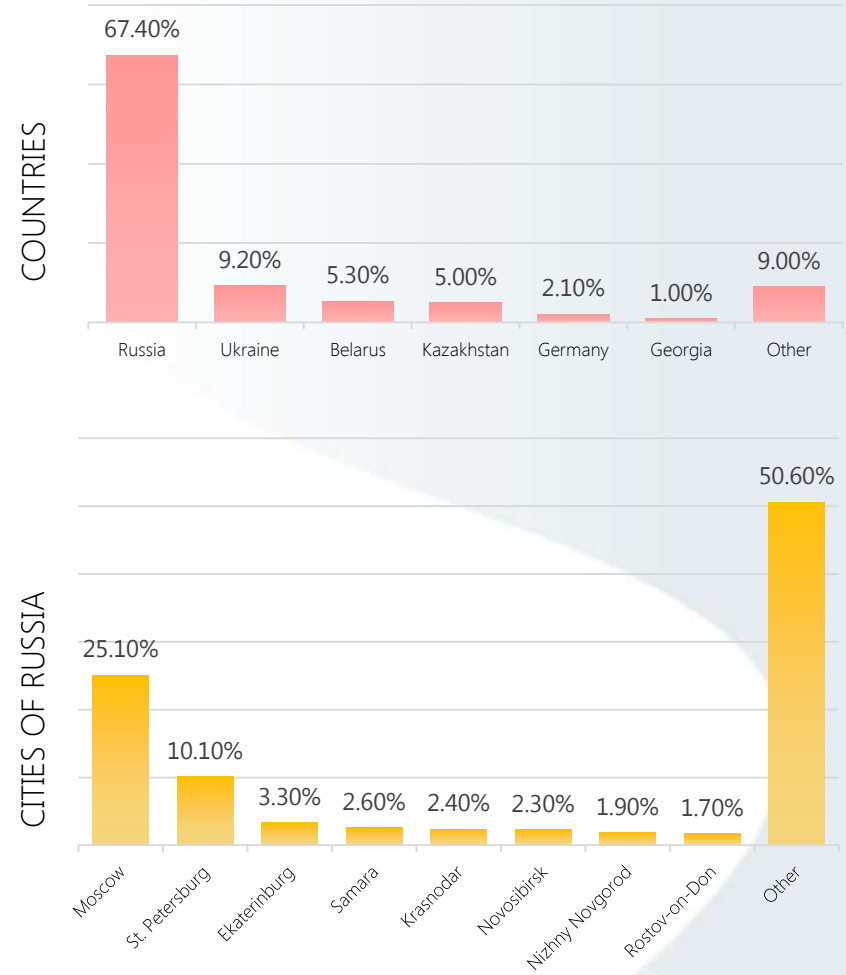
Age:



## Audience social groups



## Audience Geography



# III. Options for Advertising on the PROMT.One service:

## Banner ads on [online-translator.com](https://online-translator.com) \ [translate.ru](https://translate.ru):

- **300x250px** – banner placement on the left part of the main page of the website [online-translator.com](https://online-translator.com) \ [translate.ru](https://translate.ru) ;
- **728x90 px** – banner placement in the middle of the main page and all pages of the both sites [online-translator.com](https://online-translator.com) \ [translate.ru](https://translate.ru) ;
- **300x600px** (300x250; 160x600 ; 120x600, 240x400 ;240x600 etc.) – banner placement on the right part of the all pages of the website [online-translator.com](https://online-translator.com) \ [translate.ru](https://translate.ru);
- **700x385 px**, - placement in the bottom of the main page and all pages of the websites [online-translator.com](https://online-translator.com)\ [translate.ru](https://translate.ru);

## Mobile ads on [m.online-translator.com](https://m.online-translator.com) \ [m.translate.ru](https://m.translate.ru):

- **320x100px** (320x50 px) \ 728x90px - banners at the top of the main page and all pages of the mobile site (mobile/tablet);
- **300x250px** – banners on the main page and all pages of the mobile site at the bottom (for smartphones) or on the right (for tablet and desktop);

## Mobile ads in PROMT.One Apps (free) for iPhone, iPad and Android

- **320x50px** – banners placement at the bottom of the main page and all pages of applications, on any mobile device;

PROMT.One

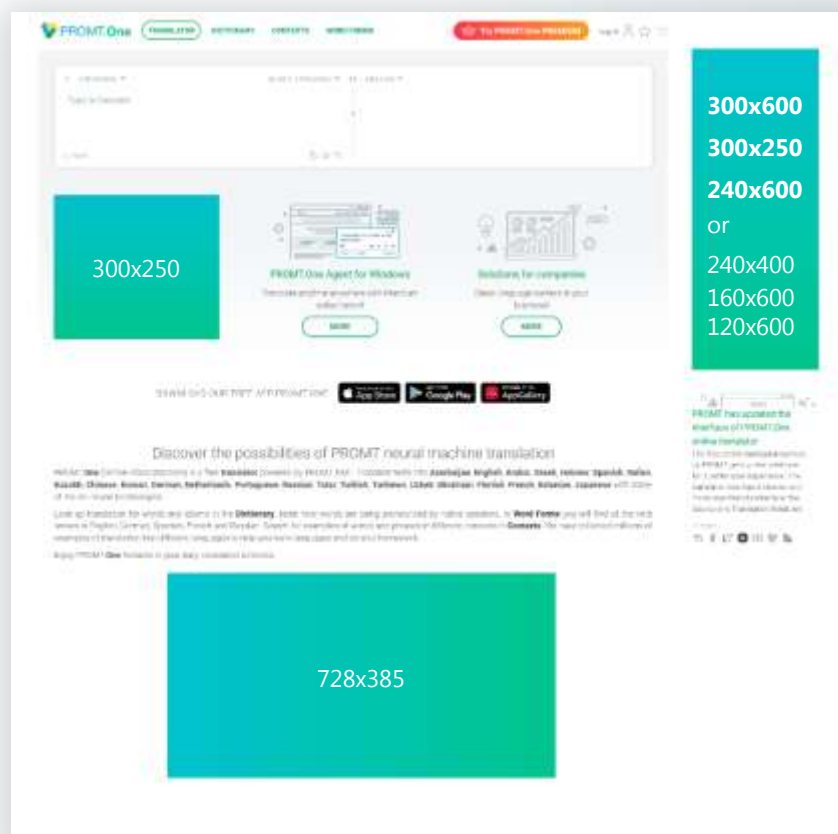
## Media ads on [online-translator.com](https://online-translator.com) \ [translate.ru](https://translate.ru):

- **Website pages branding** – integration of the advertised brand into the website interface on the main page and all pages;
- **Revealing-banner** – this banner is revealed when the user mouse-over a standard 240x400px banner, then it expands to a 500x400px banner; 300x600px > 500x600px
- **TakeOver** – placement of multiple ad formats of one advertiser at a time: branded backing + 970x90px banner + 300x600px (500x600px) banner;
- **Billboard** - this banner is displayed while the page is loading: a large 970x200px banner is shown first, and then it collapses to a standard 970x90px banner;
- **Special projects and other non-standard ad formats** - on request to the PROMT.One team at [advert@online-translator.com](mailto:advert@online-translator.com).

# IV. Ad formats and location

## Banner ads on online-translator.com and on translate.ru: desktop version of online-translator.com \ translate.ru - the Homepage

- **300x250 px** - placement on the left part of the main page and all pages of the websites **online-translator.com**\ translate.ru
- **300x600 px** (300x250; 160x600 ;120x600, etc.) - placement on the right part of the main page and all pages of the website **online-translator.com**\translate.ru;
- **700x385 px**, - placement in the bottom of the main page and all pages of the websites **online-translator.com**\ translate.ru;

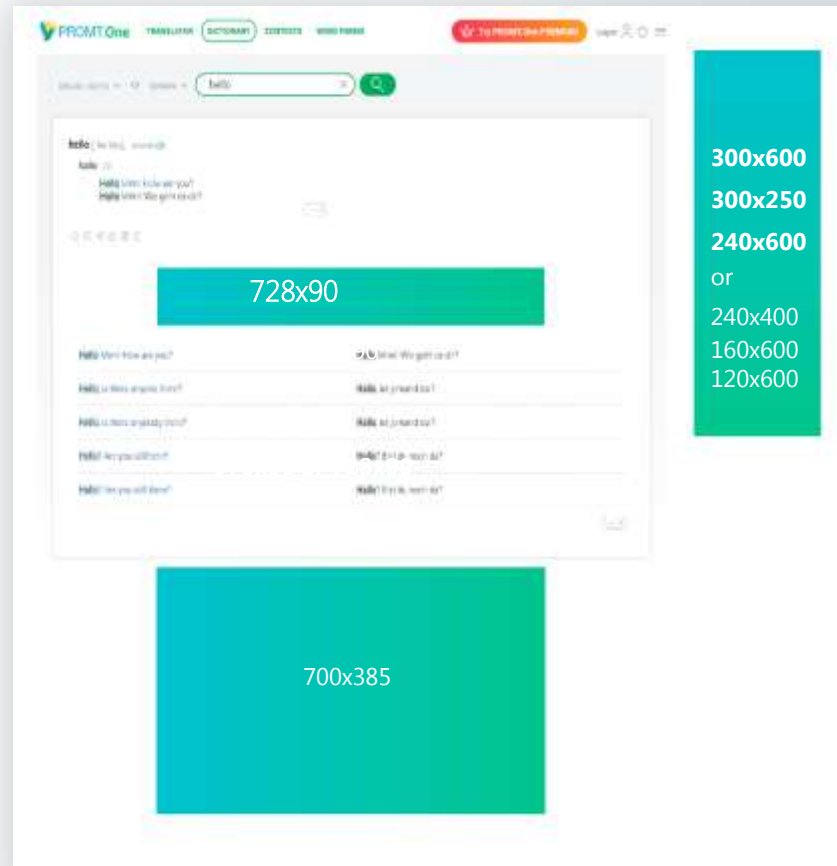


300x600  
300x250  
240x600  
or  
240x400  
160x600  
120x600

**TARGETING**  
Geography  
Frequency  
Time  
Gender and  
age

# Banner ads on online-translator.com and on translate.ru: desktop version of online-translator.com \ translate.ru - all page

- **300x600px** (300x250; 160x600 ;120x600, etc.)  
- placement on the right part of the main page and all pages of the website **online-translator.com \ translate.ru**;
- **728x90 px**, - placement in the middle of the all pages of the websites **online-translator.com \ translate.ru**;
- **700x385 px**, - placement in the bottom of the main page and all pages of the websites **online-translator.com \ translate.ru**;



## TARGETING

Geography

Frequency

Time

Gender and

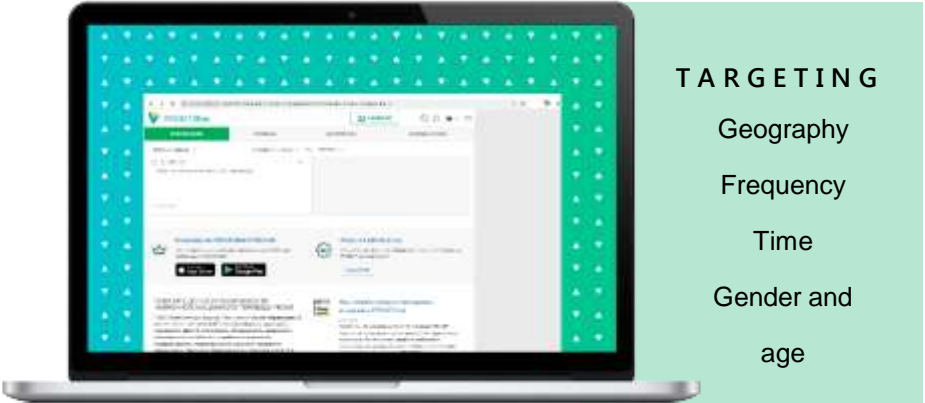
age



# Media ads on online-translator.com \ translate.ru:

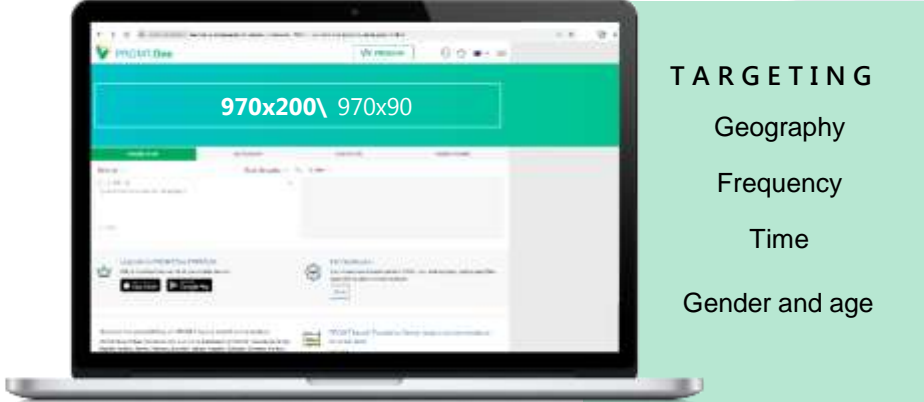
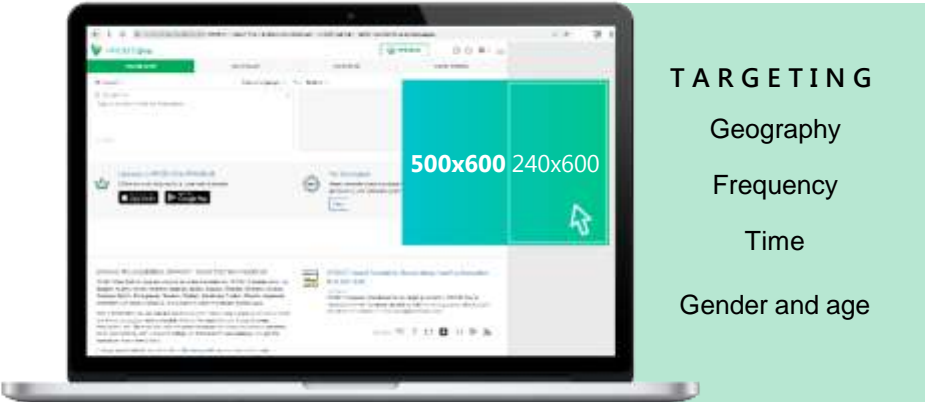
- **Site page branding** - integration of the advertised brand into the website interface on the main page and all pages;

- **TakeOver** - placement of multiple ad formats of one advertiser at a time: branded backing + 970x90px banner + (300x600px) banner;



- **Revealing-banner** - this banner is revealed when the user mouse over a standard 300x600px banner, then it expands to a 500x600px banner; 300x600px > 500x600px

- **Billboard** - this banner is displayed while the page is loading: a large 970x200px banner is shown first, and then it collapses to a standard 970x90px banner.

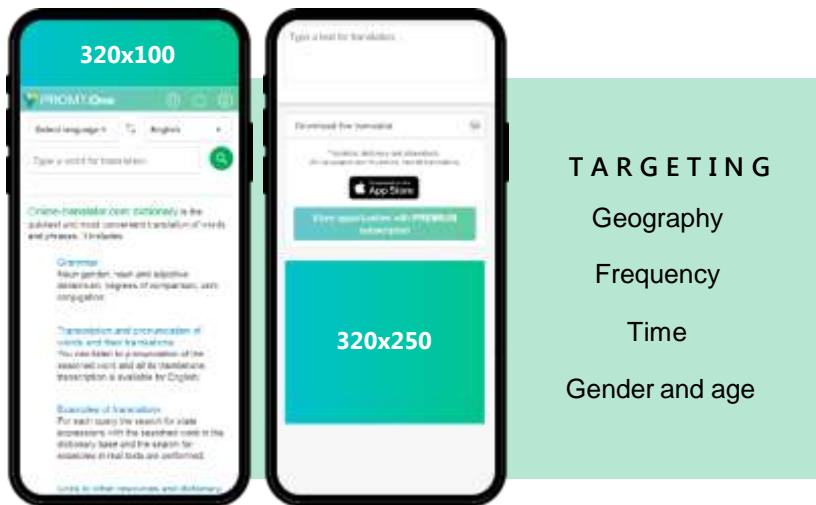


# Mobile ads on the mobile version of online-translator.com and translate.ru:

PLACEMENT ON THE MOBILE VERSION OF THE SITE

m.online-translator.com \ translate.ru – FOR SMARTPHONES

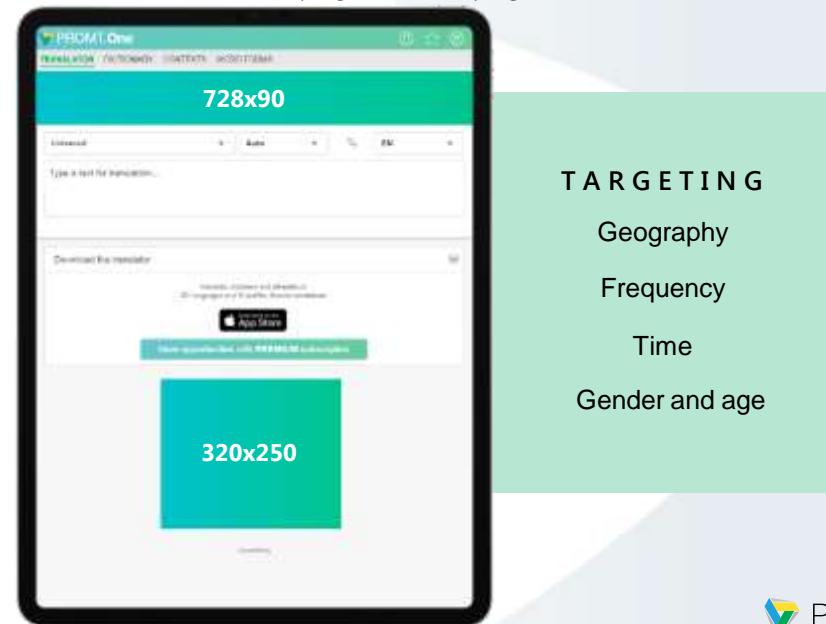
- **320x100px** (320x50px)– placement at the top of the main page and all pages of the mobile site;
- **300x250px** – placement at the bottom of the main page and all pages of the mobile site;



PLACEMENT ON THE MOBILE VERSION OF THE SITE

m.online-translator.com \ translate.ru – FOR TABLET AND DESKTOP

- **728x90px** - placement at the top of the main page and all pages of the mobile site;
- **300x250px** – placement in the top right part and at the bottom on the main page and all pages of the site.



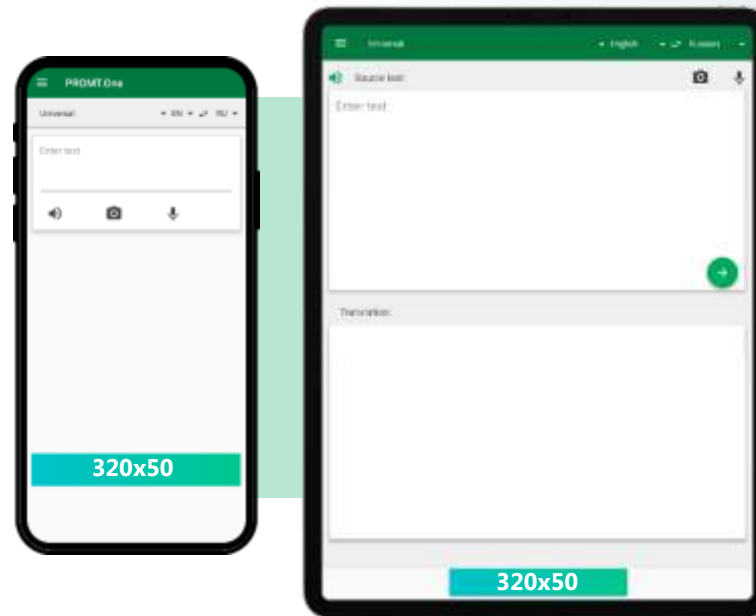
# Mobile Ads in PROMT.One

PROMT.One Apps(free) for iPhone, iPad и Android

- **320x50px** – banner placement at the bottom of the main page and all pages of applications on any mobile devices;

PROMT.One APPS are:

- Over 7 million downloads from Apple App Store and Google Play since the release of the Apps
- Over 3.5 million launches a month from iOS and Android devices
- About 25 million ad displays per month



## TARGETING

Geography

Frequency

Time

Gender and age

# V. Contacts for advertising on PROMT.One:

Contact PROMT.One team:

[advert@online-translator.com](mailto:advert@online-translator.com)

[www.online-translator.com](http://www.online-translator.com)

[www.translate.ru](http://www.translate.ru)