

## Advertisement publication rules on 'EspanaRusa' website

The rules for placing advertisements on the website EspanaRusa, <https://www.espanarusa.com/> (further – 'portal') contain information about the types of advertising materials and practices allowed and not allowed on the portal when placing free or paid advertisements. We encourage all advertisers and users posting ads to review these rules before the creation of ads. Hence, doing so will certainly simplify the work of the Portal Administration, facilitate the process of moderation and publication of ads, as well as will increase the chances for the interested portal visitors to read the ads.

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## 1. About the Portal

'EspanaRusa' is Internet portal that contains information on various aspects of life, education and business, the state structure, etc. of Spain and Russia, and includes two language versions (Russian and Spanish). The portal [www.espanarusa.com](http://www.espanarusa.com) unites the Spanish- and Russian-speaking audience of advertisers and users and is a platform that represents the interests of representatives of different language communities. The publication of ads is characterized by the commercial and personal interests of users (advertisers) and does not contradict the Legislation of the Kingdom of Spain.

### 1.1. Portal Section 'Advertisements in Spain'

The section of the portal 'Advertisements in Spain' is a platform for placing ads on various topics, including those of advertising nature. In this section, one can publish ads as a private entity or an organization. The advantages of the platform are as follows:

- Wide coverage of the audience with the interests related to Spain;
- Free posting for private entities;
- Visibility of advertiser's contacts (the user that posted the ads) to all portal visitors without a need for payment;

### 1.2. Audience Nature

Thousands of users visit the portal 'EspanaRusa' on a daily basis, millions – every year. The target audience of the portal is Russian-speaking and Spanish-speaking users residing in Spain and outside the country. The geography of the website audience covers Russia, Spain, Ukraine, Belarus, Kazakhstan, Germany, USA, Israel, Latvia, Estonia, and other countries.

### 1.3. The Number of Portal Visitors

Average visitors' numbers:

- Per year – 3 650 000 users.
- Per month – 360 000 users.
- Per day – 15 000 users.

## 2. General Provisions

- 2.1. Private entities and commercial organizations publish ads on the portal for personal and commercial purposes. Placement of ads is available in two languages - Russian and Spanish

in the relevant sections of the portal: [www.espanarusa.com/ru/bboard/index.sdf](http://www.espanarusa.com/ru/bboard/index.sdf) и [www.espanarusa.com/es/bboard/index.sdf](http://www.espanarusa.com/es/bboard/index.sdf).

- 2.2. By placing an advertisement on the portal, you unconditionally accept the terms of the user's agreement and the portal cookies policy.
- 2.3. Publication of advertisements by commercial organizations - legal entities and private entrepreneurs - is carried out on a paid basis after payment is made by one of the methods available on the website, and once the moderation of the announcement is done by the Administrator. You can find more information on the tariffs for placing advertisements for commercial organizations in Section 6 of the present document.
- 2.4. In case if the publication requirements stated in this document are met, publication of advertisements by private entities for a period of up to 12 months is free of charge.
- 2.5. Persons that publish advertisements are fully responsible for the reliability of the information that contains therein.
- 2.6. Moderation of advertisements is carried out within 24-48 hours.
- 2.7. The portal offers an option of ad placement in one or two languages at the same time. When creating an advertisement in one language in one language section of the portal, **commercial organizations** are welcome to use the function of translating an advertisement and publishing it in another language. Translation from Russian into Spanish or from Spanish into Russian is done by the Moderators of the section 'Advertisements in Spain' **free of charge**.
- 2.8. The portal administration reserves the right to delete ads, should they not correspond to the topics of the selected sections, or to the set rules. It also refers to limiting the number of ads created by one user for the convenience of portal visitors without explanation of the reasons and notification as for the restrictions.
- 2.9. Ads on the real estate topic related to the category 'Real Estate' (subcategories - rent, sale; villas, houses, apartments, rooms, etc.) are posted strictly in the section of the portal 'Real Estate':
  - <http://www.espanarusa.com/ru/realestate/index.sdf> – in Russian;
  - <http://www.espanarusa.com/es/realestate/index.sdf> – in Spanish.
- 2.10. The portal administration has the right to refuse to place an advertisement that contains a link with an automatic redirection of users from one website to another (redirect).
- 2.11. The portal administration has the right to refuse the placement of direct or indirect advertising of competing services and websites; services and websites with similar or identical sphere of activities. The advertisement shall not have active links to competing services and websites (including links to channels or societies of competing websites / services).
- 2.12. Website authorities may refuse placement of the advertisement if it does not comply with the general policy presented in this document, as well as views and beliefs of the Portal Administration.
- 2.13. These rules apply to the ads published on the mobile version of the portal.
- 2.14. The portal administration has the right to change and / or supplement the present Rules in a unilateral manner without any special notification. The said Rules are perceived as a transparent and public document.

### 3. Rules and Conditions of Advertisements Creation

#### 3.1. Procedure of Creating an Ad

In order to publish an announcement on the portal, one should register, correctly fill in the fields required at the stage of registration, and create an advertisement following to the rules listed in the present document. Clicking the button 'Submit an ad' means creation of a free advertisement by private entities and a paid one by commercial organizations (legal entities, private entrepreneurs). Details on the paid placement rates can be found in Section 6 of the present document. For a free translation of the advertisement into another language (Russian / Spanish), tick the appropriate box when creating an advertisement in the User's Area (advertiser). The announcement will be sent to a moderator for the translation. Legal entities and private entrepreneurs only can take advantage of a free translation. See section 6 for details.

#### 3.2. Conditions of Publishing Ads on the Portal

Advertisement shall be accepted for publication provided that all publication conditions are met, including those envisaged by Section 4 on Publication Ban:

- 3.2.1.** The selected category (subcategory) for placing an advertisement on the portal shall strictly correspond to the topic of the advertisement.
  - 3.2.2.** When creating an advertisement, the rules for creating and placing texts and images listed in paragraphs 3.3, 3.4 shall be observed.
  - 3.2.3.** User (advertiser) shall follow the order 'one offer - one ad'. This means that one ad should contain information about one product, one service, and other proposal.
  - 3.2.4.** The announcement shall specify realistic features of goods, services, and other proposals that meet the actual data. In particular, price indication in the ad shall correspond to the real price of a product, service, and other offer.
- 3.3. Requirements for Texts and Ads Titles**
- 3.3.1.** The ad shall contain the most detailed description of a product, service, or offer designed especially for the portal visitors.
  - 3.3.2.** The title of an ad shall match its content. The title is created in the language, in which the ad text is published. One shall not place direct advertising, offensive words and profanity, subjective opinions, mentioning of third parties and organizations, tragic and political events in the ad title.
  - 3.3.3.** The ad title shall not contain phone numbers, addresses, emails, and other contact information. This data is entered by user (advertiser) during the website registration and is displayed in a special field after the advertisement is posted.
- 3.4. Images Requirements**
- 3.4.1.** The ad can contain no more than 6 images and at least 1 image.
  - 3.4.2.** The content of images shall correspond to the title and content of the advertisement.
  - 3.4.3.** It is prohibited to publish images with watermarks, logos, names of organizations, contact details, and other elements that represent the company's commercial interests or personal interests of a private entity.
  - 3.4.4.** The images in good quality, without any defects impeding their perception for users, shall be allowed for publication.
  - 3.4.5.** It is prohibited to use images of physical entities without their consent.

## 4. Publication Ban

**One shall not place the ads about products, services, offers, etc. from the following categories on the portal:**

- Goods, services, offers, websites regarded by the current legislation of the Kingdom of Spain as withdrawn from circulation or limited in circulation;
- Goods and services for adults: pornographic materials, sex goods, escort services, services aimed at finding partners providing services of intimate nature, as well as intimate trainings and trainings in seduction (including 'pick-up');
- 'Digital drugs' and smoking mixtures, salts, poppers, nitrous gases, and any psychotropic substances;
- Any alcoholic (including beer) and tobacco products, smoking accessories (including electronic cigarettes), as well as any resources meant for sale or distribution of these products;
- Food supplements, products, medical and other drugs that affect human health or overall condition of a person, directly or indirectly;
  - Medical services for abortion;
- Goods and services related to the purchase and sale of human organs;
- Military products and weapons (combat, manual, rifle, and cold, service, civilian, including self-defense weapon, sporting with muzzle energy over 3 J, hunting and signaling);
- Games based on risk and betting, including gambling, as well as products / services, the content of which is associated with such activities;
- Websites, societies and applications that incite to illegal actions, as well as those actions that encourage violence and cruelty;
- Goods, services, offers, websites, etc. that do not meet the publishing conditions of the present document;
- One shall not post political advertisements (e.g., advertising websites of deputies, politicians, officials, rallies, demonstrations, processions, picketing, etc.);
- Goods, services, offers, etc., sale and distribution of which are prohibited or restricted by the laws of the

Kingdom of Spain.

**The following announcements shall not be published:**

- Ads containing profanity, offensive and subjective statements, mentioning of third parties and organizations;
- Advertisements with extortions, fraud, violence, and cruelty overtones;
- Announcements with the content in contrast to the norms of the Legislation of the Kingdom of Spain;
- Advertisements that contain information about third parties or third parties' images.

### Free Advertisements Publication and Publication Terms

**4.1.** On the portal, private entities have an option to publish ads free of charge. Free publication includes:

- Publication of an advertisement for a period of 1 year with a possible extra fee extension;
- Appearance of a free ad on the main page of 'Advertisements in Spain' section following its publication, as a part of the general waiting line of the published free ads;
- Appearance of an ad in a newsfeed on the page of categories and subcategories page following its publication, as a part of the general waiting line of the published ads;
- Ability to place ads in Russian and Spanish - the ad is placed on the language version of the portal according to the language of the ad;
- **Free** translation of an ad into a second language. In order to request translation of the ad to a second language and its appearance on the second version of the portal (Spanish, Russian), one should tick against the corresponding field at the stage of the advertisement creation;

**4.1.** The maximum period for publishing an ad constitutes 3 months, 6 months, and 1 year. Once the moderation process is over, an ad appears on the main page of the portal in the appropriate category.

**4.2.** Every registered user can independently change, update, or delete an advertisement in the Personal Area on the portal.

### Paid Advertisement Publication for Legal Entities and Private Entrepreneurs

**4.1.** Advertisements that represent the interests of legal entities and private entrepreneurs are posted on the portal on a **paid basis** only. Paid publication includes as follows:

- Announcement appears on the main page of the section in the 'New Advertisements' block;
- Announcement emerges in category/subcategory newsfeed following its publication, as a part of the general waiting line of the published ads;
- Announcement appears in the language version of the portal, where the advertisement was created, as well as in the second language version of the portal (Russian or Spanish), should the translation of the advertisement be requested at the stage of the advertisement creation (checking the corresponding field);
- **Free** translation of the advertisement into a second language upon request.

**4.2.** The publication of paid ads on the website is possible for a period of 3 months, 6 months, and 1 year. User determines the publication period at the stage of creating an advertisement. Each registered user can independently change, update, or delete an ad in the Personal Area on the portal.

### 5. Paid Advertisements Publication Fees on the Portal

**5.2.** Publication of a paid advertisement in the corresponding section is carried out at the following rates:

Number of ads	For 3 months	For 6 months	For 1 year
1	€18	€31	€59

**5.3.** Extra opportunities for placing ads to increase the efficiency level of advertising:

1.	Appearance on the main page in 'Recommended advertisements' section	15 days	30 days	45 days
	Price in euros	<b>€19,99</b>	<b>€35,99</b>	<b>€49,99</b>

2.	Appearance on the category page on the side panel in 'Popular in the Section'	1 month	2 months	3 months
	Price in euros	<b>€19,99</b>	<b>€35,99</b>	<b>€49,99</b>

3.	Color highlighting in a newsfeed	1 month	2 months	3 months
	Price in euros	<b>€9,99</b>	<b>€15,99</b>	<b>€23,99</b>

4.	The first position in a category newsfeed + color highlighting	1 month	2 months	3 months
	Price in euros	<b>€15,99</b>	<b>€25,99</b>	<b>€37,99</b>

Also, with a purpose to advertise goods and services, we offer you to create an 'Advertising Article'. Hence, with this option you'll get:

- High-quality content that represents your proposal in a bright and informative way;
- Placing an article in the main Russian-speaking website ([www.espanarusa.com/en/news/index](http://www.espanarusa.com/en/news/index)) or in the Spanish website version (<http://www.espanarusa.com/es/news/index?lang=es>) of the portal [www.espanarusa.com/ru/news/index](http://www.espanarusa.com/ru/news/index) with the attendance rate of over 15 000 users per day;
- We keep your article for many years to come without removing it, which means that new visitors constantly visit the page featuring your offer.

Price – €360 per year

## 8. Additional Information

- 8.1. The portal 'EspanaRusa' does not share users' personal information;
- 8.2. User's access to changing the information contained in the announcements shall be made only through the Personal Area by the user himself/herself;
- 8.3. Access to the Personal Area shall be carried out only with a unique login and password established by the user at the moment of registration. User is responsible for the safety of his/her password.

Should you have any questions regarding the terms of ads publication on the portal, please contact us Monday through Friday.

In case if you experience any technical problems with the publication of ads on the portal, please contact us by e-mail: [soporte@espanarusa.com](mailto:soporte@espanarusa.com).