



MomichetataOtGrada Rate Card - valid from 1st of September 2015

No	Size	Inventory	Position	Guanranteed Daily Impressions Mon-Fri	Guanranteed Daily Impressions Sat-Sun	CPM VAT New BGN Price
1	300x250 до 50 KB	Premium CPM	All pages	20000	15000	17,00 лв.
		Floating Banner	All pages	20000	15000	19,00 лв.
		Expandable & Roll Over	All pages	20000	15000	19,50 лв.
2	300x600 до 70 KB	Premium CPM	All pages	20000	15000	26,00 лв.
		Floating Banner	All pages	20000	15000	28,00 лв.
		Expandable & Roll Over	All pages	20000	15000	27,00 лв.
3	300x800 до 70 KB	Premium CPM	All pages	20000	15000	28,00 лв.
		Floating Banner	All pages	20000	15000	30,00 лв.
		Expandable & Roll Over	All pages	20000	15000	29,00 лв.
4	1000x200	Premium CPM	All pages	20000	15000	27,00 лв.
5	300x1000	Premium CPM	All pages	20000	15000	29,00 лв.
6	1000x200 & 300x1000	Synchronized Branding	All pages	20000	15000	34,00 лв.
7	Full Screen Overlay	Premium CPM	All pages	20000	15000	34,00 лв.
8	PR article	Article	Relevant category			850,00 лв.
9	Product placement	Short review in editors selections/lists	Relevant category			350,00 лв.
10	Electronic Newsletter	Stand alone brand news + link to the brand site/page	Downtown Girls newsletter		10 000	1 350,00 лв.
11	Electronic Newsletter	Stand alone brand news + PR article	Downtown Girls newsletter		10 000	1 850,00 лв.
12	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news	Downtown Girls newsletter		10 000	810
13	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news + PR article	Downtown Girls newsletter		10 000	1360

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