



Rate Card Capital.bg

Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
leaderboard	24	940x90, 150kB / 320x100, 100kB	60,000	35,000
megaboard	35	970x250 150 kB./ 336x120, 100 kB.	60,000	35,000
half page	33	300x600, 150 kB	60,000	35,000
med.rectangle	26	300x250, 150 kB	60,000	35,000
2nd med.rectangle	20	336x280/300x250, 150 kB	25,000	20,000
2nd half page(mobile only)	26	300x600, 150 kB	20,000	15,000
2nd leaderboard(desktop only)	14	970x250/940x90, 150kB	10,000	7,000
3rd med.rectangle	12	336x280 / 300x250, 150 kB	15,000	10,000
3rd half page(mobile only)	14	300x600, 150 kB	10,000	7,000
3rd leaderboard(desktop only)	14	970x250/940x90, 150kB	5,000	3,000
parallax	34	720x1220, 200 kB	45,000	27,000
splash	53	800x600, 300 kB., 10"	fr.1	35,000
videostitial, desktop only	55	800x600, 250 kB, 30" 6.0 Mb	fr.1	35,000
native publication	2050	Title 100, Body 3500,3 pic+	100% home page	100%
native ad package online	2950	Title 100, Body 3500,3 pic+	100% home page	100%
native ad package online and print	4900	Title 100, Body 3500,1 pic+	100% home page	100%
hybrid native special editions and PDF	from 2500	1 page, Title 100, Body 1500,1 pic+	100,000	

Prices are in BGN, VAT% excluded.

:economedias

Rate Card Dnevnik.bg



Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
leaderboard	15	940x90, 150kB / 320x100, 100kB	500,000	120,000
megaboard (desktop only)	26	970x250, 150 kB	150,000	25,000
first parallax (desktop only)	34	1330x300, 200 kB	150,000	25,000
half page	24	300x600 , 150 kB	500,000	120,000
med.rectangle	17	300x250, 150 kB	500,000	120,000
2.0 in article	12	728x90, 150kB. / 300x250, 150 kB	300,000	100,000
3.0 in article (mobile only)	6	300x250, 150 kB	200,000	80,000
3.0 in article (mobile only)	8	300x600, 150 kB	200,000	80,000
3rd med.rectangle (desktop only)	3	300x250, 150 kB	100,000	20,000
3rd half page (desktop only)	5	300x600, 150 kB	100,000	20,000
forum	6	620x200,780x220, 150 kB	100,000	17,000
parallax	25	1330x860/720x1220, 200kB	300,000	100,000
triple parallax	45	1330x300;1330x860;1330x860, 200kB	100,000	20,000
splash	46	800x600, 200 kB, 10"	fr.1	90,000
videostitial	48	800x600,250 kB,3 0" 6.0 MB	fr.1	20,000
native publication	1950	Title 100, Body 3500,3 pic+	100% home page	
native ad package online	2500	Title 100, Body 3500,3 pic+	100% home page	

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: econoMedia

Rate Card Bacchus.bg



Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
megaboard	25 лв	940x220, 150 kb.	10000/monthly	5000/monthly
leaderboard	15 лв	940x90, 150 kb.	10000/monthly	5000/monthly
med.rectangle	20 лв	300x250, 150 kB	30000/monthly	15000/monthly
half page	23 лв	300x600, 150 kB	30000/monthly	15000/monthly
wallpaper	35 лв	410x1200, 150 kb.	30000/monthly	15000/monthly

Rate Card Regal.bg

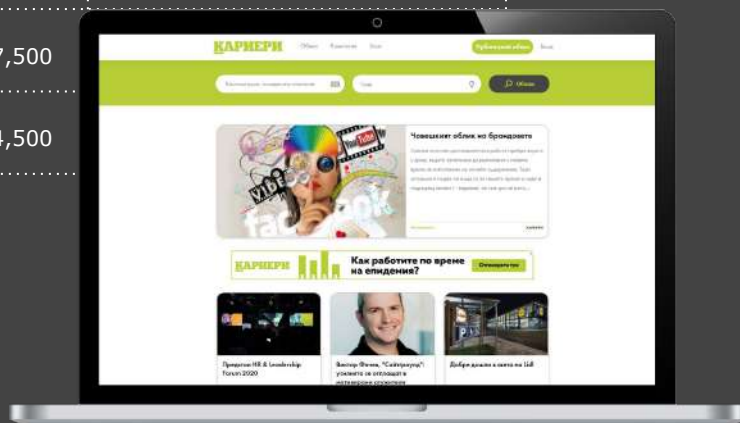
Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
leaderboard	16	728x90, 940x90, 150 kb.	10000/monthly	5000/monthly
megaboard	18	940x220, 150 kB.	10000/monthly	5000/monthly
med.rectangle	22	300x250, 150 kB	25000/monthly	10000/monthly
half page	28	300x600, 150 kB	25000/monthly	10000/monthly
wallpaper	40	410x1200, 150 kb.	25000/monthly	10000/monthly
splash	40	800x600, 160 kb., 10"	fr.1	10000/monthly

Prices are in BGN, VAT% excluded.

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Rate Card Karieri.bg

Desktop/Mobile	CPM	Banner size
megaboard	35	940x220, 100 kb./300x100, 150 kb.
Karieri.bg Employer Branding Package	7,500	
Karieri.bg Standard Package	4,500	



Rate Card Cio.bg

Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
medium Rectangle	14	300x250, 150 kB	16000/monthly	10000/monthly
half Page banner	18	300x600, 150 kB	16000/monthly	10000/monthly
leaderboard banner	18	940x90, 150 kB	16000/monthly	10000/monthly
publication	1000	Title 100, Body 3500,3 pic+	week	9400/monthly
native ad package online	1950	Title 100, Body 3500,3 pic+		9400/monthly
native ad package online and print	2400	Title 100, Body 3500,3 pic+		9400/monthly

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Rate Card Special Targeting & STORiO

Targeting	
Fr. 1	30%
Fr. 2-3	10%
Content targeting	50%
Geo targeting	30%
Hour targeting	100%
Sociodemographic	20%
Special projects STORiO	Upon request

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STORiO
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