

Capital.bg

Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
leaderboard	30	940x90, 150kB / 320x100, 100 kB	60,000	35,000
megaboard	37	970x250 150 kB./ 336x120, 100 kB	60,000	35,000
half page	37	300x600, 150 kB	60,000	35,000
handset portrait	37	300x450, 150 kB	60 000	35 000
med.rectangle	30	300x250, 150 kB	60,000	35,000
2.0 med.rectangle	22	336x280/300x250, 150 kB	25,000	20,000
middleboard(desktop only)	22	970x250/940x90, 150 kB	10,000	7,000
3.0 med.rectangle	14	336x280 / 300x250, 150 kB	15,000	10,000
3rd half page(mobile only)	16	300x600, 150 kB	10,000	7,000
3.0 leaderboard(desktop only)	16	970x250/940x90, 150 kB	5,000	3,000
forum	8	620x200,780x220, 150 kB	5 000	3 000
parallax	38	720x1220, 200 kB	45,000	27,000
splash	57	800x600, 300 kB	fr.1	35,000
videostitial, desktop only	57	800x600, 250 kB, 30" 6.0 Mb	fr.1	35,000
native publication online	4000	24h. home page pin, organic in thematic rubric	100% home page	
native publication package online	5000	24h. home page pin, organic in thematic rubric, 70 000 title impressions inner pages, 50 000 Title: Reach in FB	100% home page	
native publication package online/ print	6500	24h. home page pin, organic in thematic rubric, 70 000 title impressions inner pages, 50 000 Title: Reach in FB 1 page in print edition Капитал	100% home page	
native publication package online/ print	7000	24h. home page pin, organic in thematic rubric, 70 000 title impressions inner pages, 50 000 Title: Reach in FB 2 pages in print edition Капитал	100% home page	
text creation	450			

Dnevnik.bg

Desktop/Mobile	CPM	Ad size	Impressions	Daily Unique Users
leaderboard	18	940x90, 150kB / 320x100, 100kB	500,000	120,000
megaboard	30	940x220, 150kB / 320x100, 100kB	150,000	25,000
billboard (desktop only)	32	970x250, 150 kB	150,000	25,000
first parallax (desktop only)	36	1330x300, 200 kB	150,000	25,000
half page	28	300x600 , 150 kB	500,000	120,000
handset portrait	28	300x450, 150 kB	300 000	100 000
med.rectangle	20	300x250, 150 kB	500,000	120,000
2.0 in article	14	728x90, 150kB. / 300x250, 150 kB	300,000	100,000
3.0 in article	8	300x250, 150 kB	200,000	100,000
3.0 half page	10	300x600, 150 kB	200,000	100,000
second rectangle	6	300x250, 150 kB	200,000	100,000
forum	8	620x200,780x220, 150 kB	100,000	17,000
parallax	29	1330x860/720x1220, 200 kB	300,000	100,000
anchor	46	320x50, 30 kB	fr.1	90 000
splash	50	800x600, 200 kB	fr.1	90,000
videostitial	50	800x600,250 kB,3 0" 6.0 MB	fr.1	20,000
native publication	2500	24h. home page pin, organic in thematic rubric	100% home page	
native publication package	3500	24h. home page pin, organic in thematic rubric, 70 000 title impressions inner pages, 50 000 Title Reach in FB	100% home page	
text creation	450			

Digitalk.bg

Desktop/Mobile	CPM	Ad size
leaderboard	30	940x90, 150kB / 320x100, 100kB
megaboard	37	970x250 150 kB./ 336x120, 100 kB
half page	37	300x600, 150 kB
med.rectangle	30	300x250, 150 kB
native publication online	1800	24h. home page pin, organic in thematic rubric
native publication package online	2800	24h. home page pin, organic in thematic rubric, 70 000 title impressions in EconoMedia's inner pages, 50 000 Title Reach in FB
hybrid native special editions and PDF	3360	1 page, Title 100, Body 1500,1 pic+
D: Report Visual Ad	1440	11000
D: Report	14400	
D:EVENT as a Special Project	min. <u>12000 лв.</u>	2 podcast episode 3 Digitalk Native ads 1 capital native ad
Text creation	450	

Kinsights.capital.bg

Desktop/Mobile	CPM	Ad size
leaderboard	30	940x90, 150kB / 320x100, 100kB
megaboard	37	970x250 150 kB./ 336x120, 100 kB
half page	37	300x600, 150 kB
med.rectangle	30	300x250, 150 kB
splash	57	800x600, 300 kB
videostitial, desktop only	57	800x600, 250 kB, 30" 6.0 Mb
native publication online	1500	5 days home page pin, organic in thematic rubric
native publication package online	2500	5 days home page pin, organic in thematic rubric, title impressions in Economedia's inner pages, 50 000 Title Reach in FB

Bacchus.bg

Desktop/Mobile	CPM	Ad size	Impressions
megaboard	30	940x220, 150 kB	15000/monthly
leaderboard	20	940x90, 150 kB	15000/monthly
med.rectangle	20	300x250, 150 kB	15000/monthly
half page	30	300x600, 150 kB	15000/monthly

Special Targeting & STORiO

Targeting	Increase in price
Non standard banners - beyond ordered size	30%
Video in standard banner	30%
Fr. 1	30%
Content targeting	50%
Geo targeting	30%
Sociodemographic	20%
Special projects STORiO	Upon request

Validity 1.01.2023 - 31.12.2023