

MomichetataOtGrada DESKTOP Rate Card - 01.01.2021

No	Size	Inventory	Position	Guanranteed Daily Impressions Mon-Fri /desktop + mobile/	Guanranteed Daily Impressions Sat-Sun /desktop + mobile/	Daily unique users /average/	Gross CPM BGN Price
1	300x600 до 70 KB	Premium CPM	All pages	40000	30000	4200	21,00 лв.
2	300x800 до 70 KB	Premium CPM	All pages	40000	30000	4200	23,00 лв.
3	1000x200	Premium CPM	All pages	40000	30000	4200	24,00 лв.
4	300x1000	Premium CPM	All pages	40000	30000	4200	24,00 лв.
5	1000x200 & 300x1000	Synchronized Branding	All pages	40000	30000	4200	34,00 лв.
6	980 x 620	Video Stitial, Overlay, Transition	All pages	40000	30000	4200	38,00 лв.
7	Sticky note	Premium CPM	All pages	40000	30000	4200	17,00 лв.
8	Full Screen Overlay	Premium CPM	All pages	40000	30000	4200	42,00 лв.
9	Wallpaper	Wallpaper	All pages	40000	30000	4200	49,00 лв.
10	In article video	Video	Article	40000	30000	4200	30,00 лв.
11	Responsive Megabord down 1140x100	Premium CPM	All pages	40000	30000	4200	30,00 лв.
12	Full Branding /wallpaper + video/	Full Branding /wallpaper + video/	All pages	40000	30000	4200	55,00 лв.
13	Full Branding /wallpaper + megaboard/		All pages	40000	30000	4200	52,00 лв.
14	Parallax	Premium CPM	All pages	40000	30000	4200	31,00 лв.
15	Media Room	Premium CPM	All pages	40000	30000	4200	21,00 лв.
16	Shutter Banner	Premium CPM	All pages	40000	30000	4200	21,00 лв.
17	Dynamic Reveal	Premium CPM	All pages	40000	30000	4200	21,00 лв.
18	360	Premium CPM	All pages	40000	30000	4200	21,00 лв.
19	Peel Off	Premium CPM	All pages	40000	30000	4200	21,00 лв.
20	Bubble	Premium CPM	All pages	40000	30000	4200	17,00 лв.
21	FB Game	FB Game - like and comment	FB page	40000	30000	4200	1 150,00 лв.
22	FB post	FB post	FB page	40000	30000	4200	600,00 лв.
23	FB video post*	FB video post	FB page	40000	30000	4200	1 050,00 лв.
24	Instagram post	Instagram post	Instagram profile	40000	30000	4200	400,00 лв.
25	Personal product review	Article	Relevant category				1 150,00 лв.
26	Personal product review + Photos taken by our photographer	Article + photos	Relevant category				1 950,00 лв.
27	Video production	Video	Relevant category or in FB				2 750,00 лв.
28	Product placement	Product placment + branding	Relevant category				1 050,00 лв.
29	Collaborations with influencers	Article + photos	Relevant category				2 500,00 лв.
30	Electronic Newsletter	Stand alone brand news + link to the brand site/page	Downtown Girls newsletter		30000		1 450,00 лв.
31	Electronic Newsletter	Stand alone brand news + PR article	Downtown Girls newsletter		30000		1 750,00 лв.
32	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news	Downtown Girls newsletter		30000		729,00 лв.
33	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news + PR article	Downtown Girls newsletter		30000		1 450,00 лв.

* the video should be supplied by the client

MomichetataOtGrada MOBILE Rate Card - 01.01.2021

No	Size	Guanranteed Daily Impressions Mon-Fri /desktop + mobile/	Guanranteed Daily Impressions Sat-Sun /desktop + mobile/	Daily unique users /average/	Gross CPM BGN Price	Технически изисквания
1	300x250	70000	58000	5800	18,00 лв.	ТУК
2	320x50	70000	58000	5800	12,00 лв.	ТУК
3	Parallax	70000	58000	5800	28,00 лв.	ТУК
4	Viewable Sticky Ads	70000	58000	5800	12,00 лв.	ТУК
5	Responsive Megabord down 320x100	70000	58000	5800	22,00 лв.	
6	Media Room	70000	58000	5800	16,00 лв.	ТУК
7	Shutter Banner	70000	58000	5800	16,00 лв.	ТУК
8	Dynamic Reveal	70000	58000	5800	16,00 лв.	ТУК
9	360	70000	58000	5800	16,00 лв.	ТУК
10	Peel Off	70000	58000	5800	15,00 лв.	ТУК
11	Fullscreen Overlay / Video	70000	58000	5800	28,00 лв.	ТУК
12	Viewable billboard	70000	58000	5800	16,00 лв.	ТУК
13	Bubble	70000	58000	5800	12,00 лв.	ТУК
14	In Article Video	70000	58000	5800	20,00 лв.	ТУК
15	Mobile Interstitial 320x480 / Video	70000	58000	5800	28,00 лв.	ТУК