

MomichetataOtGrada **DESKTOP & MOBILE** Rate Card - valid from 1st of May, 2023

Size	Position	Guanranteed Daily Impressions Mon-Fri /desktop + mobile/	Guanranteed Daily Impressions Sat-Sun /desktop + mobile/	Daily unique users /average/	Gross CPM BGN Price
Всички страници (десктоп и мобилен трафик)					
300 x 250 px	Desktop/Mobile	35000	20000	4100	16,00 лв.
Video 300 x 250 px	Desktop/Mobile	35000	20000	4100	16,00 лв.
300 x 600 до 70 px	Desktop/Mobile	35000	20000	4100	18,00 лв.
Video 300 x 600 px	Desktop/Mobile	35000	20000	4100	20,00 лв.
Нестандартни формати за десктоп					
In-article (640x360)//Video in-article	Desktop	15000	10000	1800	22,00 лв.
Footer desktop, 728x90	Desktop	15000	10000	1800	20,00 лв.
Wallpaper branding	Desktop	15000	10000	1800	28,00 лв.
H-wallpaper branding	Desktop	15000	10000	1800	30,00 лв.
Full branding (synchronized megaboard, wallpaper & half page)	Desktop	15000	10000	1800	36,00 лв.
Megaboard 970x250 px	Desktop	15000	10000	1800	22,00 лв.
Impressboard 1140x300 px	Desktop	15000	10000	1800	24,00 лв.
Нестандартни формати за мобилна					
Mobile anchor 320x50 px	Mobile	20000	15000	2300	18,00 лв.
Mobile parallax	Mobile	20000	15000	2300	20,00 лв.
Mobile footer 300x100 px	Mobile	20000	15000	2300	22,00 лв.
Mobile in article banner 300x250	Mobile	20000	15000	2300	24,00 лв.