

MomichetataOtGrada DESKTOP Rate Card - 1st of July, 2022

| 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 | 35000 | 25000 | 4200 | 21,00 лв. |
| 2 | 300x800 до 70 KB | Premium CPM | All pages | 35000 | 25000 | 4200 | 23,00 лв. |
| 3 | 1000x200 | Premium CPM | All pages | 35000 | 25000 | 4200 | 24,00 лв. |
| 4 | 300x1000 | Premium CPM | All pages | 35000 | 25000 | 4200 | 24,00 лв. |
| 5 | 1000x200 & 300x1000 | Synchronized Branding | All pages | 35000 | 25000 | 4200 | 34,00 лв. |
| 6 | 980 x 620 | Video Stitial, Overlay, Transition | All pages | 35000 | 25000 | 4200 | 38,00 лв. |
| 7 | Sticky note | Premium CPM | All pages | 35000 | 25000 | 4200 | 17,00 лв. |
| 8 | Full Screen Overlay | Premium CPM | All pages | 35000 | 25000 | 4200 | 42,00 лв. |
| 9 | Splash banner - 320x480 | Premium CPM | All pages | 35000 | 25000 | 4200 | 34,00 лв. |
| 10 | Wallpaper | Wallpaper | All pages | 35000 | 25000 | 4200 | 49,00 лв. |
| 11 | In article video | Video | Article | 35000 | 25000 | 4200 | 30,00 лв. |
| 12 | Responsive Megabord down 1140x100 | Premium CPM | All pages | 35000 | 25000 | 4200 | 30,00 лв. |
| 13 | Full Branding /wallpaper + video/ | Full Branding /wallpaper + video/ | All pages | 35000 | 25000 | 4200 | 55,00 лв. |
| 14 | Full Branding /wallpaper + megaboard/ | | All pages | 35000 | 25000 | 4200 | 52,00 лв. |
| 15 | Parallax | Premium CPM | All pages | 35000 | 25000 | 4200 | 31,00 лв. |
| 16 | Media Room | Premium CPM | All pages | 35000 | 25000 | 4200 | 21,00 лв. |
| 17 | Shutter Banner | Premium CPM | All pages | 35000 | 25000 | 4200 | 21,00 лв. |
| 18 | Dynamic Reveal | Premium CPM | All pages | 35000 | 25000 | 4200 | 21,00 лв. |
| 19 | 360 | Premium CPM | All pages | 35000 | 25000 | 4200 | 21,00 лв. |
| 20 | Peel Off | Premium CPM | All pages | 35000 | 25000 | 4200 | 21,00 лв. |
| 21 | Bubble | Premium CPM | All pages | 35000 | 25000 | 4200 | 17,00 лв. |
| 22 | FB Game | FB Game - like and comment | FB page | | 127 000 followers | | 1 450,00 лв. |
| 23 | FB post | FB post | FB page | | 127 000 followers | | 900,00 лв. |
| 24 | FB video post* | FB video post | FB page | | 127 000 followers | | 1 350,00 лв. |
| 25 | Instagram post | Instagram post | Instagram profile | | 18 600 followers | | 800,00 лв. |
| 26 | Instagram real | Instagram real | Instagram profile | | 18 600 followers | | 1 300,00 лв. |
| 27 | Instagram story | Instagram story | Instagram and FB profile | | 18 600 followers | | 1 700,00 лв. |
| 28 | Personal product review or inspirational article | Article | Relevant category | | | | 1 500,00 лв. |
| 29 | PR article - provided by the client | | Relevant category | | | | 1 300,00 лв. |
| 30 | FB Share | | FB page | | | | 70,00 лв. |
| 31 | Personal product review + Photos taken by our photographer | Article + photos | Relevant category | | | | 2 500,00 лв. |
| 32 | Video production | Video | Relevant category or in FB | | | | 3 200,00 лв. |
| 33 | Product placement | Product placment + branding | Relevant category | | | | 1 400,00 лв. |
| 34 | Electronic Newsletter | Stand alone brand news + link to the brand site/page | Downtown Girls newsletter | | 33000 subscribers | | 1 700,00 лв. |
| 35 | Electronic Newsletter | Stand alone brand news + PR article | Downtown Girls newsletter | | 33000 subscribers | | 2 100,00 лв. |
| 36 | Electronic Newsletter | 1 brand news in the weekly Downtown Girls newsletter/5 news | Downtown Girls newsletter | | 33000 subscribers | | 900,00 лв. |
| 37 | Electronic Newsletter | 1 brand news in the weekly Downtown Girls newsletter/5 news + PR article | Downtown Girls newsletter | | 33000 subscribers | | 1 800,00 лв. |

*the video should be supplied by the client

MomichetataOtGrada MOBILE Rate Card - 2022

| 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 | 60000 | 50000 | 4800 | 18,00 лв. | ТУК |
| 2 | 320x50 | 60000 | 50000 | 4800 | 12,00 лв. | ТУК |
| 3 | Parallax | 60000 | 50000 | 4800 | 28,00 лв. | ТУК |
| 4 | Viewable Sticky Ads | 60000 | 50000 | 4800 | 12,00 лв. | ТУК |
| 5 | Responsive Megabord down 320x100 | 60000 | 50000 | 4800 | 22,00 лв. | |
| 6 | Media Room | 60000 | 50000 | 4800 | 16,00 лв. | ТУК |
| 7 | Shutter Banner | 60000 | 50000 | 4800 | 16,00 лв. | ТУК |
| 8 | Dynamic Reveal | 60000 | 50000 | 4800 | 16,00 лв. | ТУК |
| 9 | 360 | 60000 | 50000 | 4800 | 16,00 лв. | ТУК |
| 10 | Peel Off | 60000 | 50000 | 4800 | 15,00 лв. | ТУК |
| 11 | Fullscreen Overlay / Video | 60000 | 50000 | 4800 | 28,00 лв. | ТУК |
| 12 | Viewable billboard | 60000 | 50000 | 4800 | 16,00 лв. | ТУК |
| 13 | Bubble | 60000 | 50000 | 4800 | 12,00 лв. | ТУК |
| 14 | In Article Video | 60000 | 50000 | 4800 | 20,00 лв. | ТУК |
| 15 | Mobile Interstitial 320x480 / Video | 60000 | 50000 | 4800 | 28,00 лв. | ТУК |