

MomichetataOtGrada **DESKTOP** Rate Card - valid from 1st of January 2019

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	3500	25,00 лв.
2	300x800 до 70 KB	Premium CPM	All pages	35000	25000	3500	27,00 лв.
3	1000x200	Premium CPM	All pages	35000	25000	3500	28,00 лв.
4	300x1000	Premium CPM	All pages	35000	25000	3500	28,00 лв.
5	1000x200 & 300x1000	Synchronized Branding	All pages	35000	25000	3500	40,00 лв.
6	980 x 620	Video Stitial, Overlay, Transition	All pages	35000	25000	3500	45,00 лв.
7	Sticky note	Premium CPM	All pages	35000	25000	3500	20,00 лв.
8	Full Screen Overlay	Premium CPM	All pages	35000	25000	3500	50,00 лв.
9	Wallpaper	Wallpaper	All pages	35000	25000	3500	60,00 лв.
10	In article video	Video	Article	35000	25000	3500	35,00 лв.
11	Full Branding /wallpaper + video/	Full Branding /wallpaper + video/	All pages	35000	25000	3500	65,00 лв.
12	Parallax	Premium CPM	All pages	35000	25000	3500	37,00 лв.
13	Media Room	Premium CPM	All pages	35000	25000	3500	25,00 лв.
14	Shutter Banner	Premium CPM	All pages	35000	25000	3500	25,00 лв.
15	Dynamic Reveal	Premium CPM	All pages	35000	25000	3500	25,00 лв.
16	360	Premium CPM	All pages	35000	25000	3500	25,00 лв.
17	Peel Off	Premium CPM	All pages	35000	25000	3500	25,00 лв.
18	Bubble	Premium CPM	All pages	35000	25000	3500	20,00 лв.
19	FB Game	FB Game - like and comment	FB page	35000	25000	3500	950,00 лв.
20	FB post	FB post	FB page	35000	25000	3500	450,00 лв.
21	FB video post	FB video post	FB page	35000	25000	3500	650,00 лв.
22	Instagram post	Instagram post	Instagram profile	35000	25000	3500	300,00 лв.
23	Personal product review	Article	Relevant category				1 050,00 лв.
24	Personal product review + Photos taken by our photographer	Article + photos	Relevant category				1 450,00 лв.
25	Product placement	Product placment + branding	Relevant category				1 050,00 лв.
26	Collaborations with influencers	Article + photos	Relevant category				1 950,00 лв.
27	Electronic Newsletter	Stand alone brand news + link to the brand site/page	Downtown Girls newsletter		30000		1 350,00 лв.
28	Electronic Newsletter	Stand alone brand news + PR article	Downtown Girls newsletter		30000		1 665,00 лв.
29	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news	Downtown Girls newsletter		30000		729,00 лв.
30	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news + PR article	Downtown Girls newsletter		30000		1 450,00 лв.

MomichetataOtGrada **MOBILE** Rate Card - valid from 1st of January 2019

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	55000	5000	22,00 лв.	ТУК
2	320x50	60000	55000	5000	15,00 лв.	ТУК
3	Parallax	60000	55000	5000	35,00 лв.	ТУК
4	Viewable Sticky Ads	60000	55000	5000	15,00 лв.	ТУК
5	Media Room	60000	55000	5000	20,00 лв.	ТУК
6	Shutter Banner	60000	55000	5000	20,00 лв.	ТУК
7	Dynamic Reveal	60000	55000	5000	20,00 лв.	ТУК
8	360	60000	55000	5000	20,00 лв.	ТУК
9	Peel Off	60000	55000	5000	18,00 лв.	ТУК
10	Fullscreen Overlay / Video	60000	55000	5000	35,00 лв.	ТУК
11	Viewable billboard	60000	55000	5000	20,00 лв.	ТУК
12	Bubble	60000	55000	5000	15,00 лв.	ТУК
13	In Article Video	60000	55000	5000	25,00 лв.	ТУК
14	Mobile Interstitial 320x480 / Video	60000	55000	5000	35,00 лв.	ТУК