



PR & native positioning rate card

Format	Placement	Description	Requirements	Price without VAT	
PR	MaistorPlus	Publication provided by advertiser	350 words, 5 images, 2 links	400 BGN.	Preview
Native PR (Product placement)	MaistorPlus	Positioning of desired brand/product in an article written by a MaistorPlus author, styled to match the media and aligned with the current interests of the audience.	-	450 BGN.	Preview

Native PR for a specific product	MaistorPlus	Article written by a MaistorPlus author, styled to match the media, focusing on specific products.	-	450 BGN.	Preview
Placement in the weekly newsletter	Weekly newsletter	Summary of the PR publication included in the media's weekly newsletter, leading to the PR article.	-	400 BGN.	Preview
Social media sponsored post	FB, Insta	Sponsored publication in the media's social circles, leading to the PR article.	-	400 BGN.	Preview

Post notifications	MaistorPlus & Napravisam	Positioning guiding the audience naturally and non-intrusively towards selected content. Provided with a guaranteed rotation of 20% for the positioning period.	-	500 BGN/2 седмици	Preview
Integrated Button	MaistorPlus & NapraviSam	Integrated button in the side menu of the media, ensuring maximum visibility and audience engagement	Logo	15 BGN./CPM	
Integrated placement in the main menu of the media	MaistorPlus & NapraviSam	Integrated placement in the main menu of the websites, ensuring high visibility and strong brand presence to the entire audience.	custom	1500 BGN./monthly	Preview