
















Standard banners and rich media rate card.

Following good global practices and our desire to meet and achieve higher standards in our collaboration with partners, we provide the opportunity to purchase all standard display formats on the MaistorPlus websites through viewable CPM pricing at a rate of 24 BGN vCPM for all non-video formats in the media. See the full terms and conditions.







<https://maistorplus.com/bundles/builderscore/pdf/vCPM.pdf>



Position	Dimension	Media	Guaranteed daily impressions	File size	File types	CPM(Pre VAT)	Preview
Mobile Adhesion Banner	custom	MaistorPlus	8 000	Up to 150Kb	Html5, jpeg, png, psd	22 BGN	
Mobile Adhesion Banner	custom	napravisam.bg	22 000	up to 250Kb	Html5, jpeg, png	22 BGN	

Medium Rectangle	300x250	MaistorPlus	20 000	up to50Kb	gif, Html5, jpeg, png, Swf	18 BGN	
Medium Rectnagle	300x250	napravisam.bg	50 000	up to50Kb	gif, Html5, jpeg, png, Swf, psd	18 BGN	
Half Page	300x600	MaistorPlus	20 000	up to50Kb	gif, Html5, jpeg, png, Swf	23 BGN	
Half Page	300x600	napravisam.bg	50 000	up to50Kb	gif, Html5, jpeg, png, Swf	23 BGN	
Large Leaderboard	980x90	MaistorPlus	10 000	up to150Kb	gif, Html5, jpeg, png, Swf	16 BGN	

Large Leaderboard	980x90	napravisam.bg	25 000	up to150Kb	gif, Html5, jpeg, png, Swf	16 BGN	
Megaboard	980x200	MaistorPlus	10 000	up to150Kb	gif, Html5, jpeg, png, Swf	29 BGN	
Megaboard	980x200	napravisam.bg	25 000	up to150Kb	gif, Html5, jpeg, png, Swf	29 BGN	
Wallpaper	custom	MaistorPlus	10 000	up to100Kb	jpeg, png, psd	36 BGN	
Wallpaper	custom	napravisam.bg	25 000	up to100Kb	jpeg, png, psd	36 BGN	
Branding Wallpaper	custom	MaistorPlus	10 000	up to100Kb	jpeg, png, psd	40 BGN	

Branding Wallpaper	custom	napravisam. bg	25 000	up to100Kb	jpeg, png, psd	40 BGN	
Transition Page (cap 1 daily)	900x600	MaistorPlus	6 000	up to150Kb	jpeg, png	48 BGN	
Transition Page (cap 1 daily)	900x600	napravisam. bg	16 000	up to150Kb	jpeg, png	48 BGN	
Videostitial (cap 1 daily)	900x600	MaistorPlus	6 000	up to15000K b	Html5, mp4	55 BGN	
Videostitial (cap 1 daily)	900x600	napravisam. bg	16 000	up to1500Kb	Html5, mp4	55 BGN	
Floating Footer	custom	MaistorPlus	10 000	up to150Kb	Html5, jpeg, gif, png, psd	35 BGN	
Floating Footer	custom	napravisam. bg	25 000	up to150Kb	Html5, jpeg, gif, png, psd	35 BGN	

InText Video	custom	MaistorPlus	10 000	up to100K b	Html5	32 BGN	
InText Video	custom	napravisam. bg	15 000	up to100K b	Html5	32 BGN	
Contextual placement: image/text	custom	MaistorPlus	10 000	up to100K b	Html5, jpeg, gif, png, psd	32 BGN	
Contextual placement: image/text	custom	napravisam. bg	15 000	up to100K b	Html5, jpeg, gif, png, psd	32 BGN	
Outstream video	custom	napravisam. bg	50 000	up to150K b	mp4	32 BGN	
Outstream video	custom	MaistorPlus	20 000	up to100K b	mp4	32 BGN	

Hover Bug	custom	napravisam. bg	50 000	up to250K b	Html5, jpeg, psd	36 BGN	
Hover Bug	custom	MaistorPlus	20 000	up to250K b	Html5, jpeg, psd	36 BGN	
Leaderboard	728x90	MaistorPlus	10 000	up to50Kb	gif, Html5, jpeg, png, Swf	16 BGN	
Leaderboard	728x90	napravisam. bg	25 000	up to50Kb	gif, Html5, jpeg, png, Swf	16 BGN	