

OLX Rate Card 2020

			Daily imp		Prices BGN	
Type	Formats	Placement	Imps	Users	All traffic	Category/Audience
Rich media	Branding	HP	128350	37000	35.00 лв.	35.00 лв.
	Wallpaper				20.00 лв.	20.00 лв.
	H-wallpaper				40.00 лв.	40.00 лв.
	Branding	AP, LP	402360	49900	30.00 лв.	35.00 лв.
	Wallpaper				15.00 лв.	20.00 лв.
	H-wallpaper				35.00 лв.	40.00 лв.
	Wallpaper + 300*600	LP, AP	402360	49900	45.00 лв.	45.00 лв.
	Login	LoP	28870	11670	35.00 лв.	40.00 лв.
TVC login	LoP			40.00 лв.	40.00 лв.	
Standard	300x250	AP, LP	388280	48600	2.00 лв.	2.00 лв.
	300x600	AP, LP			6.00 лв.	8.00 лв.
	615x230	AP			2.00 лв.	2.50 лв.
	615x75	AP			2.00 лв.	2.50 лв.
	728x90	All Pages	714000	61420	2.00 лв.	2.50 лв.
	890x200	All Pages	714000	61420	10.00 лв.	12.00 лв.
	970x250	All Pages	714000	61420	14.00 лв.	18.00 лв.
	890x200 + video	All Pages	714000	61420		45.00 лв.
	970x250 +video	All Pages	714000	61420		45.00 лв.
	fasha small	All Pages	714000	61420	15.00 лв.	20.00 лв.
	fasha big	HP			18.00 лв.	24.00 лв.
Native	Ad train	HP	124100	35960	15.00 лв.	20.00 лв.
	Exc ad on Home page				-	-
	Under price button		399080	48270	8.00 лв.	8.00 лв.
	Native ad desktop	LP			8.00 лв.	10.00 лв.
	Native ad desktop	LP	273100	25790	8.00 лв.	10.00 лв.
mWeb	300x250	AP, LP	318889	113438	10.00 лв.	12.00 лв.
		HP	62181	31110	12.00 лв.	12.00 лв.
	Exc cat				12.00 лв.	12.00 лв.
	Parallax	LP	211831	90908	15.00 лв.	20.00 лв.
	Text link	AP	214282	81415	4.00 лв.	6.00 лв.
APP	300*250	LP			10.00 лв.	10.00 лв.
	300*250	AP			10.00 лв.	10.00 лв.
Cross device	300*250	Mobile, Desktop, APP			7.00 лв.	9.00 лв.
	300*600	Mobile/Desktop			8.00 лв.	10.00 лв.
HP	home page					
AP	ad page					
LP	listing page					
LoP	log in page					