

OtGrada 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	30000	20000	3600	25,00 лв.
2	300x800 до 70 KB	Premium CPM	All pages	30000	20000	3600	26,00 лв.
3	1245 x 200	Premium CPM	All pages	30000	20000	3600	27,00 лв.
4	300x1000	Premium CPM	All pages	30000	20000	3600	27,00 лв.
5	1245x200 & 300x1000	Synchronized Branding	All pages	30000	20000	3600	38,00 лв.
6	980 x 620	Video Stitial, Overlay, Transition	All pages	30000	20000	3600	40,00 лв.
7	Sticky note	Premium CPM	All pages	30000	20000	3600	20,00 лв.
8	Full Screen Overlay	Premium CPM	All pages	30000	20000	3600	48,00 лв.
9	Wallpaper	Wallpaper	All pages	30000	20000	3600	50,00 лв.
10	In article video	Video	Article	30000	20000	3600	33,00 лв.
11	Responsive Megabord down 1140x100	Premium CPM	All pages	30000	20000	3600	35,00 лв.
12	Full Branding /wallpaper + video/	Full Branding /wallpaper + video/	All pages	30000	20000	3600	58,00 лв.
13	Full Branding /wallpaper + megaboard/		All pages	30000	20000	3600	56,00 лв.
14	Parallax	Premium CPM	All pages	30000	20000	3600	34,00 лв.
15	Media Room	Premium CPM	All pages	30000	20000	3600	24,00 лв.
16	Shutter Banner	Premium CPM	All pages	30000	20000	3600	24,00 лв.
17	Dynamic Reveal	Premium CPM	All pages	30000	20000	3600	24,00 лв.
18	360	Premium CPM	All pages	30000	20000	3600	24,00 лв.
19	Peel Off	Premium CPM	All pages	30000	20000	3600	24,00 лв.
20	Bubble	Premium CPM	All pages	30000	20000	3600	19,00 лв.
21	FB Game	FB Game - like and comment	FB page				1 400,00 лв.
22	FB post	FB post	FB page				700,00 лв.
23	FB video post*	FB video post	FB page				1 200,00 лв.
26	PR Advertorial + FB share	Article	Relevant category				1 400,00 лв.
27	Personal product review + FB Share	Article	Relevant category				1 650,00 лв.
28	Personal product review + Photos taken by our photographer + FB share	Article + photos	Relevant category				2 700,00 лв.
29	Video production + FB share	Video	Relevant category or in FB				3 500,00 лв.
30	Product placement	Product placment + branding	Relevant category				1 200,00 лв.

*the video should be supplied by the client

OtGrada MOBILE Rate Card - 1st of July, 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	55000	45000	3800	20,00 лв.	ТУК
2	320x50	55000	45000	3800	14,00 лв.	ТУК
3	Parallax	55000	45000	3800	30,00 лв.	ТУК
4	Viewable Sticky Ads	55000	45000	3800	14,00 лв.	ТУК
5	Responsive Megabord down 320x100	55000	45000	3800	25,00 лв.	
6	Media Room	55000	45000	3800	18,00 лв.	ТУК
7	Shutter Banner	55000	45000	3800	18,00 лв.	ТУК
8	Dynamic Reveal	55000	45000	3800	18,00 лв.	ТУК
9	360	55000	45000	3800	18,00 лв.	ТУК
10	Peel Off	55000	45000	3800	17,00 лв.	ТУК
11	Fullscreen Overlay / Video	55000	45000	3800	30,00 лв.	ТУК
12	Viewable billboard	55000	45000	3800	18,00 лв.	ТУК
13	Bubble	55000	45000	3800	14,00 лв.	ТУК
14	In Article Video	55000	45000	3800	22,00 лв.	ТУК
15	Mobile Interstitial 320x480 / Video	55000	45000	3800	28,00 лв.	ТУК