

PAGE VIEWS PER DAY					
Rozali.com	Cosmopolitan.bg	Elle.bg	Nationalgeographic.bg	Moetodete.bg	Gotvetesmen.com
240 000	100 000	13 000	10 000	15 000	40 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	
170 000	20 000	9 000	7 000	12 000	
UNIQUE USERS PER DAY					
Rozali.com	Cosmopolitan.bg	Elle.bg	Nationalgeographic.bg	Moetodete.bg	Gotvetesmen.com
40 000	10 000	3 000	3 000	8 000	12 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	
30 000	7 000	3 000	1 500	5 000	

DESKTOP / VIDEO DESKTOP	CPM
Medium Rectangle 300x250	15 BGN
Half Page 300x600	20 BGN
Megaboard 1000x150	23 BGN
RICH MEDIA / VIDEO RICH MEDIA	CPM
Wallpaper	25 BGN
Branding	30 BGN
Branding + Half page	39 BGN

MOBILE / VIDEO MOBILE	CPM
Banner 320x50	10 BGN
Banner 300x250	15 BGN
Banner 300x600	20 BGN
Spin cube	20 BGN
Parallax	20 BGN

ADDITIONS AND TARGETING		
Expandable / Floating		+40%
Section targeting		+40%
PR publications* - Rozali.com	PRICE	
Paid advertorial	1 000 BGN	
Paid advertorial with embedded video or showcase	1 150 BGN	
Paid advertorial with branding	1 150 BGN	
Paid advertorial with branding and embedded video or showcase	1 250 BGN	
Advertiser's recipe	500 BGN	
PR publications* - Cosmopolitan.bg, Elle.bg, Nationalgeographic.bg, Moetodete.bg, Gotvetesmen.com	PRICE	
Paid advertorial	800 BGN	
Paid advertorial with embedded video or showcase	900 BGN	
Paid advertorial with branding	900 BGN	
Paid advertorial with branding and embedded video or showcase	1 000 BGN	
Advertiser's recipe	400 BGN	

*up to 2 links in the article. The links are do follow for a period of 1 month.

More advertising formats and opportunities for advertising presence www.sbb.bg

DISCOUNTS	
Discounts for gross amount, guaranteed by the advertising agency	
Up to 10 000 BGN	15%
10 000 - 20 000 BGN	20%
20 000 - 50 000 BGN	25%
50 000 - 100 000 BGN	28%
100 000 - 200 000 BGN	30%
200 000 - 300 000 BGN	32%
All discounts are applied consecutively, they are not summed up. All prices and ads' volumes in the rate card exclude VAT.	
TERMS AND CONDITIONS	
1. Volume discounts for advertising agency	
Advertising agencies use a discount based on the gross amount for all online ads booked and published for the period 01.01.–31.12.2021. The gross amount booked in SBB Media websites includes the amounts for all online ads with VAT excluded and prior to any discount being applied. In case of not booking the entire gross amount guaranteed with the agreement, the discount is recalculated based only on the gross amount of the published online ads.	
2. Discounts for direct clients	
Each direct or agency client that orders an online ad in SBB Media websites receives a volume discount and a multi-site discount. The first one is calculated using a volume scale for direct client for gross booked amounts, ordered or guaranteed for 2021 and the second one is based on the number of websites in which the online ad is published.	
Volume discount for clients	
500 - 2 000 BGN	10%
2 000 - 5 000 BGN	15%
5 000 - 15 000 BGN	18%
15 000 - 20 000 BGN	20%
20 000 - 30 000 BGN	22%
Multi-site discounts for clients	
Two - three sites	5%
Four - five sites	8%
TECHNICAL REQUIREMENTS - GENERAL INFORMATION	
Deadline for booking - 3 working days	
Deadline for materials - 1 working day	
<ul style="list-style-type: none"> The ready-made banners are published as HTML5 creative according to the weight requirements of chosen format. The needed files are used pictures and fonts. Every banner should have a click tag, placed according to the requirement of Smart AdServer. All banners are accepted for delivery after technical check in and approval by a technical person of SBB Media. Weight of standard banners: up to 70 kB, Rich Media: up to 200kB. SBB Media has the right to postpone the campaign, if provided banner formats do not meet the technical requirements. Upon request every client can receives a username and a password to track statistics in real time and a certificate of the page views and clicks delivered, not later than 5 days after the end of the campaign. 	