

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	30 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	m.gotvetesmen.com
170 000	20 000	9 000	7 000	12 000	15 000
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	8 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	m.gotvetesmen.com
30 000	7 000	3 000	1 500	5 000	3 000
DESKTOP / VIDEO DESKTOP		CPM	MOBILE / VIDEO MOBILE		CPM
Medium Rectangle 300x250		20 BGN	Banner 320x50		15 BGN
Half Page 300x600		25 BGN	Banner 300x250		20 BGN
Megaboard 1000x150		25 BGN	Banner 300x600		25 BGN
RICH MEDIA / VIDEO RICH MEDIA		CPM	Spin cube		25 BGN
Wallpaper		30 BGN	Parallax		25 BGN
Branding		35 BGN			
Branding + Half page		45 BGN			
ADDITIONS AND TARGETING					
Expandable / Floating		+40%	Geo targeting		+25%
Section targeting		+40%	Unique users targeting, capping 1		+25%
PR publications* - Rozali.com		PRICE	PR publications* - Cosmopolitan.bg, Elle.bg, Nationalgeographic.bg, Moetodete.bg, Gotvetesmen.com		PRICE
Paid advertorial		1 100 BGN	Paid advertorial		1 000 BGN
Paid advertorial with embedded video or showcase		1 300 BGN	Paid advertorial with embedded video or showcase		1 200 BGN
Paid advertorial with editor's support		1 300 BGN	Paid advertorial with editor's support		1 200 BGN
Paid advertorial made by an editor		1 500 BGN	Paid advertorial made by an editor		1 400 BGN
Paid advertorial made by an editor with embedded video or showcase		1 600 BGN	Paid advertorial made by an editor with embedded video or showcase		1 500 BGN
Advertiser's recipe		600 BGN	Advertiser's recipe		500 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			Volume discount for clients		
Up to 10 000 BGN		15%	500 - 2 000 BGN		10%
10 000 - 20 000 BGN		20%	2 000 - 5 000 BGN		15%
20 000 - 50 000 BGN		25%	5 000 - 15 000 BGN		18%
50 000 - 100 000 BGN		28%	15 000 - 20 000 BGN		20%
100 000 - 200 000 BGN		30%	20 000 - 30 000 BGN		22%
200 000 - 300 000 BGN		32%	Multi-site discounts for clients		
All discounts are applied consecutively, they are not summed up. All prices and ads' volumes in the rate card exclude VAT.			Two - three sites		5%
			Four - five sites		8%
TERMS AND CONDITIONS			TECHNICAL REQUIREMENTS - GENERAL INFORMATION		
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.– 31.12.2023. 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.			Deadline for booking - 3 working days Deadline for materials - 1 working day • 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.		
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 2023 and the second one is based on the number of websites in which the online ad is published.					