

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*	PRICE
Paid advertorial	1 200 BGN
Paid advertorial with editor's support	1 400 BGN
Paid advertorial made by an editor	1 600 BGN
Advertiser's recipe	600 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%		
All discounts are applied consecutively, they are not summed up. All prices and ads' volumes in the rate card exclude VAT.			

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.– 31.12.2024. 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 <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.
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.	