

Rate Card 2020

Format	Description	Daily impressions	CPM RoS	CPM Targeted
Audio everywhere	Audio file max 30" + Image file 640x640px	150 000	11 BGN	15.30 BGN
Audio Radio	Audio file max 30"	200 000	5 BGN	n/a
Video Takeover Everywhere	Video Ad max 30" + companion Image file 640x640px	30 000	0.04 BGN for completed video view	0.05 BGN for completed video view
Video Sponsored Session	Video Ad max 30" + Branded End Card 640x640px Mobile and Tablet Only	50 000	0.05 BGN for completed video view	0.062 BGN for completed video view
Overlay	Desktop: 800x435px Screensaver + 728x90 Banner Mobile: 630x920px Screensaver	60 000	16 BGN	21.4 BGN
Display	728x90px Desktop Only	200 000	3.5 BGN	4.90 BGN
Homepage Takeover	1200x270px background image + 800x235px interactive area. Desktop only.		800 BGN per day	n/a
Premium Homepage Takeover	1200x270px background image + 800x235px interactive area. Desktop only. On national holidays and specific days of the year. Ask for more info.		1100 BGN per day	n/a

Target by:

- Age, Gender, Daypart, Platform, Playlist and Genre

Minimum spent 3 000 BGN;

All rates are without VAT.

See formats <https://www.spotifyforbrands.com/en-GB/ad-experiences/>.

General conditions <https://www.spotify.com/us/brands/legal/advertiser-terms-and-conditions/>.