

## RATE CARD 2021

Format	Description	Daily impressions	CPM RoS
<b>Audio everywhere</b>	Audio file max 30" + Image file 640x640px	160 000	11 BGN
<b>Audio Radio</b>	Audio file max 30"	250 000	5 BGN
<b>Video Takeover Everywhere/Mobile/Desktop</b>	Video Ad max 30" + companion Image file 640x640px	35 000	0.04 BGN for completed video view
<b>Video Sponsored Session</b>	Video Ad max 30"+ Branded End Card 640x640px Mobile and Tablet Only	60 000	0.05 BGN for completed video view
<b>Overlay Everywhere/Mobile/Desktop</b>	Desktop: 800x435px Screensaver + 728x90 Banner Mobile: 630x920px Screensaver	65 000	16 BGN
<b>Homepage Takeover</b>	1200x270px background image + 800x235px interactive area. Desktop only.		650 BGN per day

Target by:

- o Age, Gender, Geo (By cities or regions), Daypart, + 15%
- o Playlist and Genre +25%

Targeting cannot be applied on Audio Radio

Frequency Capping 3 per day and 5 per week is predefined but not limited to and is not additionally charged

Minimum spent 3 000 BGN;  
All rates are without VAT.