

AD TYPE	AD FORMAT	PLACEMENT	DESCRIPTION & AD SPECS	DAILY INVENTORY	CPM / CPCV RoS
AUDIO	Audio Everywhere	Desktop and Mobile	Audio file max 30" + Image file 640x640px	200 000	12 BGN
	Audio Radio	Desktop and Mobile	Audio file max 30"	280 000	6 BGN
VIDEO	Video Takeover	Desktop and Mobile	Video Ad max 30" + Companion Image file 640x640px	60 000	0.05 BGN for Completed Video View (CPCV)
	Video Sponsored Session	Mobile and Tablet Only	Video Ad max 30"+ Branded End Card 640x640px	80 000	0.05 BGN for Completed Video View (CPCV)
DISPLAY	Overlay Everywhere	Desktop	800x435px Screensaver + 728x90 Banner	40 000	16 BGN
		Mobile	630x920px Screensaver	100 000	16 BGN
	Homepage Takeover	Desktop only	1200x270px background image + 800x235px interactive area	650 BGN per day/ 24h 100% SOV	

Targeting available by:

- Age, Gender, Geo (By cities or regions), Daypart, +15%
- 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 ad spent per campaign: 5 000 BGN Gross

*\*Technical time for approvals and running an ad campaign on Spotify: within 48 hours*

All rates are without VAT.