



Media Portfolio:
news.bg
money.bg
topsport.bg
lifestyle.bg

BANNER FORMATS	Desktop Size	Mobile Size	Price in BGN (VAT excl.)
Wallpaper	1920x1080	-	30.00
Megaboard	970x250, 980x200	-	22.00
Leaderboard	728x90	-	16.00
Half Page	300x600	-	20.00
Rectangle	300x250	-	16.00
Mobile Leaderboard	-	320x100	16.00
Parallax	-	320x480	30.00
Large Rectangle	-	336x280	22.00
Rectangle	-	300x250	16.00
Mobile Ad Story	-	300x250, 320x480, 320x100	36.00
Bundle 1. Megaboard + Large Rectangle / Rectangle	970x250, 980x200	336x280, 300x250	17.00
Bundle 2. Leaderboard + Mobile Leaderboard	728x90	320x100	12.00
Bundle 3. Wallpaper + Parallax	1920x1080	320x480	20.00
Bundle 4. Half Page + Parallax	300x600	320x480	16.00
Bundle 5. Rectangle	300x250	300x250	14.00

Impressions on Bundle offers are distributed between desktop and mobile based on the traffic availability.

BANNER EXTRAS	PRICE INCREASE
Homepage & Content targeting	50%
Banner synchronization (2 or more)	0%
Interest Targeting (Google audience)	0 - 100%
Hour Targeting	100%
Geo Targeting	50%
Frequency Capping	0 - 50%
TVC banner (muted)	50%
Expandable formats	50%

PR & ADVERTORIALS	Price in BGN (VAT excl.)
PR Publication	1,000.00
PR Publication - Editorial	1,800.00
Native Ads promoting PR (200,000 impressions)	600.00
Video Interview	1,800.00
Video Report	1,800.00

All PR Publications require editorial approval

PR & ADVERTORIAL EXTRAS	PRICE INCREASE
Homepage - 1 day	100%
Homepage - 2 days	150%
PR in daily Newsletter	20%
PR in Push Notification	200%
PR with Facebook Boost	Cost +10%
PR with Remarketing Code	10%
PR with Facebook post	20%
PR with Facebook pixel tracking	20%

Push Notification for PR publication requires additional editorial approval