

# RATE CARD 2025

# WeTransfer

AD TYPE	AD FORMAT	Period	DESCRIPTION & AD SPECS	Estimated Impressions	CPM
see examples below	Exclusive 24 Hours TakeOver	1 day	JPEG, PNG 5MB 1920x1200px -display	120 000	37 BGN
	Exclusive 24 Hours TakeOver	7 day	JPEG, PNG 5MB 1920x1200px -display	600 000	37 BGN
see examples below	Interactive/Video Desktop Format Ads within impressions 1-15	n/a	JPEG, PNG 5MB 1920x1200px -display	478 000	23 BGN
see examples below	Static Desktop Format Ads within impressions 1-15	n/a	JPEG, PNG 5MB 1920x1200px -display	239 000	23 BGN

**Minimum ad spent per campaign with one creative: 11 000 BGN Gross**

**Minimum ad spent per campaign with two creatives: 16 500 BGN Gross**

**Minimum ad spent per campaign with static image: 5 500 BGN Gross**

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

[Split screen - Audience can compare two visuals in one ad, you can showcase engaging contrasting campaign elements.](#)

[Auto scroll - Ad automatically scrolling through multiple visuals, allows showcase of multiple elements in a single space.](#)

[Cursor follow - Ad in which a single element "follows" the cursor; engaging experience while highlighting a key visual element.](#)

[Click to play video - Ad plays a full video after it is initiated by a click. Initial ad that can be static, intro video or cinemagraph.](#)

[Intro video - An ad that opens with a 3-8 second video which automatically plays on load with no audio.](#)

[Animated - An ad with multiple moving elements that are animated in code and are not initiated by our audience](#)

[Cinemagraph video - An ad that features a seamless loop of a scene from a video, with no audio.](#)

[Static - Full-screen image ad to highlight a single visual asset in a bold, iconic way.](#)