

Rate Card 2018



WEBGROUND CPM RATES

MEDIA	POSITION	MOCK-UP	UNIQUE VISITORS	GUARANTEED IMPRESSIONS	CPM
ACTUALNO.COM	ALL PAGES	300x250	150 000	400 000	14
	INNER PAGES	728x90 980x90		300 000	12
IWOMAN.BG	ALL PAGES	300x250	20 000	65 000	14
		728x90 960x90			12
EXPERT.BG	ALL PAGES	300x250	10 000	35 000	14
		728x90 960x90			12
MYSOUND.BG	ALL PAGES	300x250	1 000	5 000	14
		728x90			12
		728x90			12
ZDRAVOSLOVNO HRANENE.COM	ALL PAGES	300x250	1 500	5 000	14
		728x90			12
SPORTLIVE.BG	ALL PAGES	300x250	60 000	150 000	14
		1078x90		150 000	12
SOFIALIVE.BG	ALL PAGES	SEE PAGE 2			

SOFIALIVE.BG CPM RATES

ADVERTISING FORMAT	POSITION	SIZE (px)	DAILY GUARANTEED IMPRESSIONS	CPM
STANDARD BANNER	ALL PAGES	300x250	20 000	18
LEADERBORD	ALL PAGES	728x90	20 000	16
MEGABOARD BANNER	ALL PAGES	960x200	20 000	25
HALFPAGE BANNER	ALL PAGES	300x600	20 000	25
WALLPAPER BRANDING	ALL PAGES	N/A	20 000	35

SOFIALIVE.BG PACKAGE PRICES

ADVERTISING FORMAT	POSITION	ROTATION	PERIOD	PRICE
300x250	ALL PAGES	100%	1 WEEK	2 520 BGN
		50%		1 260 BGN
		30%		756 BGN
728x90	ALL PAGES	100%	1 WEEK	2 240 BGN
		50%		1 120 BGN
		30%		672 BGN
960x200	ALL PAGES	100%	1 WEEK	3 500 BGN
		50%		1 750 BGN
		30%		1 050 BGN
300x600	ALL PAGES	100%	1 WEEK	3 500 BGN
		50%		1 750 BGN
		30%		1 050 BGN
WALLPAPER	ALL PAGES	100%	1 WEEK	4 900 BGN
		50%		2 450 BGN
		30%		1 470 BGN

WEBGROUND STANDART FORMATS

ADVERTISING FORMAT	SIZE (px)	CPM	MOCK-UP
MEGABOARD MEDIUM	980/960/1078x210	18	MOCK-UP
MEGABOARD LARGE	980/960/1078x300	20	MOCK-UP
HALF PAGE BANNER	300x600	18	MOCK-UP

WEBGROUND NON-STANDART FORMATS

ADVERTISING FORMAT	SIZE (px)	CPM	MOCK-UP
TRANSITION PAGE	800x600	35	MOCK-UP
PARADE BANNER	980/960/1078x210	30	MOCK-UP
FOOTER BANNER	980/960/1078x90/210	20	MOCK-UP
WALLPAPER BRANDING	300x1000 (2)	25	MOCK-UP
H-WALLPAPER BRANDING	980/960/1078x210 300x1000 (2)	35	MOCK-UP
SYNCHRONIZED RICH BANNERS	980/960/1078x210 300x600	30	MOCK-UP
SYNCHRONIZED BANNERS	980/960/1078x90 300x250	25	MOCK-UP
PEEL OFF BANNER	-	25	MOCK-UP
PEEL PICTURE BANNER	600x450	35	MOCK-UP
FLOATING BANNER	980/960/1078x525	22	MOCK-UP
EXPANDABLE BANNER	930x250	20	MOCK-UP
SIDE KICK BANNER	300x250 800x600	25	MOCK-UP
ROLLBAND BANNER	920x250	30	MOCK-UP
DRAWBRIDGE BRANDING	750x300 160x600	35	MOCK-UP

TRANSITION PICTURE ARTICLE	600x140/ 600x450	18/20	MOCK-UP
SCROLL BANNER	150x200	20	MOCK-UP
DO YOU KNOW... BRANDING	CUSTOM		MOCK-UP
FULL TAKEOVER	WALL+300x250 +940x90	40	MOCK-UP
ADVERTORIAL/BRANDED PR	CUSTOM		MOCK-UP
MOBILE ADS	CUSTOM		MOCK-UP

WEBGROUND VIDEO FORMATS

ADVERTISING FORMATS		SIZE (px)	CPM	MOCK-UP
TVC		300x250	16	MOCK-UP
TVO		N/A	40	MOCK-UP
VIDEO STRIP BANNER		390x325	22	MOCK-UP
VIDEO ROLLBAND BANNER		920x250	35	MOCK-UP
VIDEO TRANSITION PAGE		800x600	40	MOCK-UP
TEXT IN VIDEO	NEW	590x85	22	MOCK-UP
PICTURE IN VIDEO	NEW	590x85	26	MOCK-UP
FLASH IN VIDEO	NFW	590x85	28	MOCK-UP
VIDEO FRAME	NFW	N/A	30	MOCK-UP
SYNCHR. PICTURE IN +H-WALLPAPER	NFW	590x85 300x1000 (2)	45	MOCK-UP
PRODUCT PLACEMENT IN VIDEO SECTION	NFW	N/A	CUSTOM	N/A

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MOBILE FORMATS

SPM RATES

ADVERTISING FORMATS	Actualno.com	iWoman.bg	Expert.bg	Sportlive.bg	Sofialive.bg
Footer 320x50	20	20	20	20	35
Mobile Web Fullscreen	30	30	30	30	50
Interstitial	35	35	35	35	60
Paralax 300x600	25	25	25	25	30
Paralax 300x250	20	20	20	20	25