

otgrada.bg DESKTOP Rate Card - 2022

No	Size	Inventory	Position	Guanranteed Daily Impressions Mon-Fri /desktop + mobile/	Guanranteed Daily Impressions Sat-Sun /desktop + mobile/	Daily unique users /average/	Gross CPM BGN Price
1	300x600 до 70 KB	Premium CPM	All pages	40000	30000	4200	25,00 лв.
2	300x800 до 70 KB	Premium CPM	All pages	40000	30000	4200	26,00 лв.
	1245 x 200	Premium CPM	All pages	40000	30000	4200	27,00 лв.
4	300x1000	Premium CPM	All pages	40000	30000	4200	27,00 лв.
5	1245x200 & 300x1000	Synchronized Branding	All pages	40000	30000	4200	38,00 лв.
6	980 x 620	Video Stitial, Overlay, Transition	All pages	40000	30000	4200	40,00 лв.
7	Sticky note	Premium CPM	All pages	40000	30000	4200	20,00 лв.
8	Full Screen Overlay	Premium CPM	All pages	40000	30000	4200	48,00 лв.
9	Wallpaper	Wallpaper	All pages	40000	30000	4200	50,00 лв.
10	In article video	Video	Article	40000	30000	4200	33,00 лв.
11	Responsive Megabord down 1140x100	Premium CPM	All pages	40000	30000	4200	35,00 лв.
12	Full Branding /wallpaper + video/	Full Branding /wallpaper + video/	All pages	40000	30000	4200	58,00 лв.
13	Full Branding /wallpaper + megaboard/		All pages	40000	30000	4200	56,00 лв.
14	Parallax	Premium CPM	All pages	40000	30000	4200	34,00 лв.
15	Media Room	Premium CPM	All pages	40000	30000	4200	24,00 лв.
16	Shutter Banner	Premium CPM	All pages	40000	30000	4200	24,00 лв.
17	Dynamic Reveal	Premium CPM	All pages	40000	30000	4200	24,00 лв.
18	360	Premium CPM	All pages	40000	30000	4200	24,00 лв.
19	Peel Off	Premium CPM	All pages	40000	30000	4200	24,00 лв.
20	Bubble	Premium CPM	All pages	40000	30000	4200	19,00 лв.
21	FB Game	FB Game - like and comment	FB page				1 400,00 лв.
22	FB post	FB post	FB page				600,00 лв.
23	FB video post*	FB video post	FB page				1 050,00 лв.
24	Instagram post	Instagram post	Instagram profile				400,00 лв.
25	Instagram story	Instagram story	Instagram profile				250,00 лв.
26	PR Advertorial + FB share	Article	Relevant category				1 300,00 лв.
27	Personal product review + FB Share	Article	Relevant category				1 450,00 лв.
28	Personal product review + Photos taken by our photographer + FB share	Article + photos	Relevant category				2 450,00 лв.
29	Video production + FB share	Video	Relevant category or in FB				3 200,00 лв.
30	Product placement	Product placment + branding	Relevant category				1 200,00 лв.
31	Collaborations with influencers	Article + photos	Relevant category				3 150,00 лв.

*the video should be supplied by the client

otgrada.bg MOBILE Rate Card - 2022

No	Size	Guanranteed Daily Impressions Mon-Fri /desktop + mobile/	Guanranteed Daily Impressions Sat-Sun /desktop + mobile/	Daily unique users /average/	Gross CPM BGN Price	Технически изисквания
1	300x250	70000	58000	5800	20,00 лв.	TVK
2	320x50	70000	58000	5800	14,00 лв.	TVK
3	Parallax	70000	58000	5800	30,00 лв.	TVK
4	Viewable Sticky Ads	70000	58000	5800	14,00 лв.	TVK
5	Responsive Megabord down 320x100	70000	58000	5800	25,00 лв.	
6	Media Room	70000	58000	5800	18,00 лв.	TVK
7	Shutter Banner	70000	58000	5800	18,00 лв.	TVK
8	Dynamic Reveal	70000	58000	5800	18,00 лв.	TVK
9	360	70000	58000	5800	18,00 лв.	TVK
10	Peel Off	70000	58000	5800	17,00 лв.	TVK
11	Fullscreen Overlay / Video	70000	58000	5800	30,00 лв.	TVK
12	Viewable billboard	70000	58000	5800	18,00 лв.	TVK
13	Bubble	70000	58000	5800	14,00 лв.	TVK
14	In Article Video	70000	58000	5800	22,00 лв.	TVK
15	Mobile Interstitial 320x480 / Video	70000	58000	5800	28,00 лв.	TVK