

| Page views on all pages per day | | | | | |
|---------------------------------|-------------------|-----------|-------------------------|----------------|-----------------|
| Rozall.com | Cosmopolitan.bg | Ella.bg | Nationalgeographic.bg | Mostodets.bg | Gotvettsmen.com |
| 240 000 | 100 000 | 16 000 | 30 000 | 15 000 | 40 000 |
| m.rozall.com | m.cosmopolitan.bg | m.ella.bg | m.nationalgeographic.bg | m.mostodets.bg | |
| 35 000 | 15 000 | 4 000 | 10 000 | 10 000 | |

| Unique users on all ages per day | | | | | |
|----------------------------------|-------------------|-----------|-------------------------|----------------|-----------------|
| Rozall.com | Cosmopolitan.bg | Ella.bg | Nationalgeographic.bg | Mostodets.bg | Gotvettsmen.com |
| 37 000 | 9 000 | 3 000 | 6 000 | 6 000 | 12 000 |
| m.rozall.com | m.cosmopolitan.bg | m.ella.bg | m.nationalgeographic.bg | m.mostodets.bg | |
| 10 000 | 3 000 | 1 500 | 2 500 | 3 000 | |

| Format | CPM / CPM video |
|--|------------------------------|
| Rich Media | |
| Wallpaper | 22 BGN/25 BGN |
| Wallpaper + Half page | 35 BGN |
| Wallpaper + Medium Rectangle / Half page | 25 BGN/30 BGN |
| Transitional Page | 35 BGN |
| Push/Unpush Megaboard | 35 BGN |
| Banderole banner | 35 BGN |
| Full screen Banner | 35 BGN |
| Drawbridge | 35 BGN |
| Vstital | 35 BGN |
| Video overlay | 35 BGN |
| Side kick | 35 BGN |
| Sticky note | 7 BGN |
| Standard banners | |
| Medium Rectangle 300x250 | 10 BGN/15 BGN |
| Half Page 300x600 | 16 BGN/20 BGN |
| Megaboard 1000x150 | 16 BGN/20 BGN |
| Mobile advertising | |
| Banner 320x50 | 8 BGN |
| Banner 300x250 | 12 BGN/15 BGN |
| Flip banner | 10 BGN |
| Expand banner | 15 BGN |
| Reveal banner | 15 BGN |
| Adhesion banner | 15 BGN |
| Slideshow banner | 15 BGN |
| Interstitial banner up to 20% rotation | 20 BGN |
| Spin cube banner | 20 BGN |
| Parallax | 20 BGN |
| Native ads and paid publications | Price for publication |
| Thematic page in Rozall.com that contain up to 10 editorial/advertorial publications, branded with wallpaper. Announce with editorial banner in all website pages. Period: 1 month | 3 500 BGN |
| Paid advertorial | 600 BGN |
| Paid advertorial with embedded video or showcase | 720 BGN |
| Paid advertorial with Wallpaper branding | 720 BGN |
| Video material ready for publishing | 600 BGN |
| Fashion showcase with 10 products | 600 BGN |
| Advertiser's Recipe | 300 BGN |

| Additions and Targeting | |
|---|-------------------------------------|
| Expandable / Floating | +40% Increase |
| Section targeting | +40% Increase |
| Geo targeting | +40% Increase |
| Unique users targeting (standard and wallpaper banners) | +40% Increase |
| Implementing one remarketing JS code in advertorial | +25% Increase |
| Discounts | |
| Gross amount, guaranteed by the advertising agency | Discount for the advertising agency |
| To 10 000 BGN | 15% |
| 10 000 – 20 000 BGN | 20% |
| 20 000 – 50 000 BGN | 25% |
| 50 000 – 100 000 BGN | 28% |
| 100 000 – 200 000 BGN | 30% |
| 200 000 – 300 000 BGN | 32% |
| Over 300 000 BGN | 35% |
| Volume discounts for direct clients | |
| 500 – 2 000 BGN | 10% |
| 2 001 – 5000 BGN | 15% |
| 5 001 – 15 000 BGN | 18% |
| 15 001 – 20 000 BGN | 20% |
| 20 001 – 30 000 BGN | 22% |
| Over 30 000 BGN | upon agreement |
| Multi-site discounts for direct clients for advertising in: | |
| Two-three sites | 5% |
| Four-five sites | 8% |
| Six | 10% |

All discounts are applied consecutively, they are not summed up.
All the prices and ads' volumes in the rate card exclude VAT.

Terms and conditions

1. Volume discount for advertising agency

Advertising agencies use a discount based on the gross amount for all online ads published or booked in SBB Media AD websites for the following period: 1 January – 31 December 2017. The gross amount booked in SBB Media AD websites includes the amounts of all online ads with VAT excluded, and prior to any discount being applied. In case of signing an agreement to guarantee a gross amount, the agency uses the bigger discount for the amount guaranteed, from the date the agreement enters into force.

In case of not booking the entire gross amount guaranteed by the agreement, the discount is recalculated based only on the gross amount of all published online ads.

2. Volume discount and multi-site discount for agency clients (1)

Each agency client that orders an online ad in SBB Media AD websites receives a volume discount and a multi-site discount. The first one is calculated using a volume scale for gross booked amounts, ordered or guaranteed for 2017, and the second one is based on the number of websites in which the online ad is published.

(1) All discounts are applied consecutively, they are not summed up.

Technical requirements

- Media plans are accepted not later than 3 working days before the start of the campaign. In case of changes in a media plan within less than 3 days before launch, the gross prices of the items for which changes are made will increase with 20%.
- The ready-made banners are published as HTML5 creative according to the weight requirements of chosen format. The needed files are used pictures, JS codes and fonts. Every banner should have click tag. The technical requirements for putting it you can find on: <https://support.smartadserver.com/hc/en-us/articles/204433791-Click-counting-in-HTML5-creatives> All banners are accepted for delivery after technical check in and approval by a technical person of SBB Media AD
- Weight of standard banners: up to 70kb, Rich Media: up to 200kb. For banners from 200kb to 2 MB the standard banner price increase with 1,10 BGN per 1000 page views.
- Non standard banners have to meet IAB requirements.
- SBB Media AD has the right to postpone the campaign, if provided banner formats do not meet the technical requirements detailed here. Banners ready for publishing should be provided not later than one day before the launch of the campaign. Upon request every client can receive a certificate for the page views and clicks delivered, not later than 5 days after the end of the campaign.