

MomichetataOtGrada Rate Card - valid from 1st of November 2016

No	Size	Inventory	Position	Guanranteed Daily Impressions Mon-Fri	Guanranteed Daily Impressions Sat-Sun	Gross CPM BGN Price
1	300x250 до 50 KB	Premium CPM	All pages	50000	27000	15,30 лв.
		Floating Banner	All pages	50000	27000	17,10 лв.
		Expandable & Roll Over	All pages	50000	27000	17,55 лв.
2	300x600 до 70 KB	Premium CPM	All pages	50000	27000	23,40 лв.
		Floating Banner	All pages	50000	27000	25,20 лв.
		Expandable & Roll Over	All pages	50000	27000	24,30 лв.
3	300x800 до 70 KB	Premium CPM	All pages	50000	27000	25,20 лв.
		Floating Banner	All pages	50000	27000	27,00 лв.
		Expandable & Roll Over	All pages	50000	27000	26,10 лв.
4	1000x200	Premium CPM	All pages	50000	27000	24,30 лв.
5	300x1000	Premium CPM	All pages	50000	27000	26,10 лв.
6	1000x200 & 300x1000	Synchronized Branding	All pages	50000	27000	30,60 лв.
7	980 x 620	Video Stitial	All pages	50000	27000	31,50 лв.
8	Full Screen Overlay	Premium CPM	All pages	50000	27000	30,60 лв.
9	FB Game	FB Game - like and comment	FB page			950,00 лв.
10	PR artcile	Article	Relevant category			850,00 лв.
11	Product placement	Short review in editors selections/lists	Relevant category			350,00 лв.
12	Electronic Newsletter	Stand alone brand news + link to the brand site/page	Downtown Girls newsletter		13000	1 350,00 лв.
13	Electronic Newsletter	Stand alone brand news + PR article	Downtown Girls newsletter		13000	1 665,00 лв.
14	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news	Downtown Girls newsletter		13000	729,00 лв.
15	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news + PR artic	Downtown Girls newsletter		13000	1 224,00 лв.

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