



A Nova Broadcasting Company
Part of the MTG Network



MEDIA	Format	Position	Estimated Daily Inventory	Rotation	Days	Estimated Daily IMP	Total IMP Ordered	Cost per publication (BGN)	Total Cost with Bonuses (BGN)	Total Cost (BGN)
X-Factor.bg & mobile / Vbox7.com & m.Vbox7.com	Pre-Roll - up to 30" targeted	All Videos	50 000	20%	90	10 000	900 000	30,00 лв	27 000,00 лв	27 000,00 лв
X-Factor.bg	Wallpaper	All Pages	20 000	20%	90	4 000	360 000	30,00 лв	10 800,00 лв	10 800,00 лв
Vesti.bg / Dariknews.bg / Edna.bg	Wallpaper - X-Factor related articles	All Articles	5 000	35%	90	1 750	157 500	30,00 лв	4 725,00 лв	Bonus
X-Factor.Playnovatv.bg & Nova Play Application	Pre-Roll - up to 30" targeted	All Videos	50 000	20%	90	10 000	900 000	30,00 лв	27 000,00 лв	27 000,00 лв
X-Factor.Playnovatv.bg	Skin Ad	All Pages	45 000	20%	90	9 000	810 000	30,00 лв	24 300,00 лв	24 300,00 лв
X-Factor.bg	Interstitial	All Pages	20 000	20%	90	4 000	360 000	20,00 лв	7 200,00 лв	7 200,00 лв
							3 487 500		101 025,00	96 300,00



MEDIA	Format	Position	Estimated Daily Inventory	Rotation	Days	Estimated Daily IMP	Total IMP Ordered	Cost per publication (BGN)	Total Cost with Bonuses (BGN)	Total Cost (BGN)
X-Factor.bg & mobile / Vbox7.com & m.Vbox7.com	Pre-Roll - up to 30" targeted	All Videos	50 000	10%	90	5 000	450 000	30,00 лв	13 500,00 лв	13 500,00 лв
X-Factor.bg	Wallpaper	All Pages	20 000	10%	90	2 000	180 000	30,00 лв	5 400,00 лв	5 400,00 лв
Vesti.bg / Dariknews.bg / Edna.bg	Wallpaper - X-Factor related articles	All Articles	5 000	15%	90	750	67 500	30,00 лв	2 025,00 лв	Bonus
X-Factor.Playnovatv.bg & Nova Play Application	Pre-Roll - up to 30" targeted	All Videos	50 000	10%	90	5 000	450 000	30,00 лв	13 500,00 лв	13 500,00 лв
X-Factor.Playnovatv.bg	Skin Ad	All Pages	45 000	10%	90	4 500	405 000	30,00 лв	12 150,00 лв	12 150,00 лв
X-Factor.bg	Interstitial	All Pages	20 000	10%	90	2 000	180 000	20,00 лв	3 600,00 лв	3 600,00 лв
							1 732 500		50 175,00	48 150,00



MEDIA	Format	Position	Estimated Daily Inventory	Rotation	Days	Estimated Daily IMP	Total IMP Ordered	Cost per publication (BGN)	Total Cost with Bonuses (BGN)	Total Cost (BGN)
X-Factor.bg & mobile / Vbox7.com & m.Vbox7.com	Pre-Roll - up to 30" targeted	All Videos	50 000	15%	90	7 500	675 000	30,00 лв	20 250,00 лв	20 250,00 лв
X-Factor.Playnovatv.bg & Nova Play Application	Pre-Roll - up to 30" targeted	All Videos	50 000	15%	90	7 500	675 000	30,00 лв	20 250,00 лв	20 250,00 лв
							1 350 000		40 500,00	40 500,00



MEDIA	Format	Position	Estimated Daily Inventory	Rotation	Days	Estimated Daily IMP	Total IMP Ordered	Cost per publication (BGN)	Total Cost with Bonuses (BGN)	Total Cost (BGN)
X-Factor.bg	Wallpaper	All Pages	20 000	20%	90	4 000	360 000	30,00 лв	10 800,00 лв	10 800,00 лв
Vesti.bg / Dariknews.bg / Edna.bg	Wallpaper - X-Factor related articles	All Articles	5 000	15%	90	750	67 500	30,00 лв	2 025,00 лв	Bonus
X-Factor.Playnovatv.bg	Skin Ad	All Pages	45 000	20%	90	9 000	810 000	30,00 лв	24 300,00 лв	24 300,00 лв
X-Factor.bg	Interstitial	All Pages	20 000	20%	90	4 000	360 000	20,00 лв	7 200,00 лв	7 200,00 лв
							1 597 500		44 325,00	42 300,00



MEDIA	Format	Position	Estimated Daily Inventory	Rotation	Days	Estimated Daily IMP	Total IMP Ordered	Cost per publication (BGN)	Total Cost with Bonuses (BGN)	Total Cost (BGN)
X-Factor.bg	Wallpaper	All Pages	20 000	8%	90	1 600	144 000	30,00 лв	4 320,00 лв	4 320,00 лв
X-Factor.bg & mobile / Vbox7.com & m.Vbox7.com	Pre-roll - up to 15"	All Videos	50 000	7%	90	3 500	315 000	30,00 лв	9 450,00 лв	9 450,00 лв
Facebook*	Game - with the users in the fan page + client logo implemented in the fan page	Fan page			10		500 000	1 000,00 лв	10 000,00 лв	10 000,00 лв
							959 000		23 770,00	23 770,00

* Наградите се предоставят допълнително от клиента и не влизат в цената на пакета.