

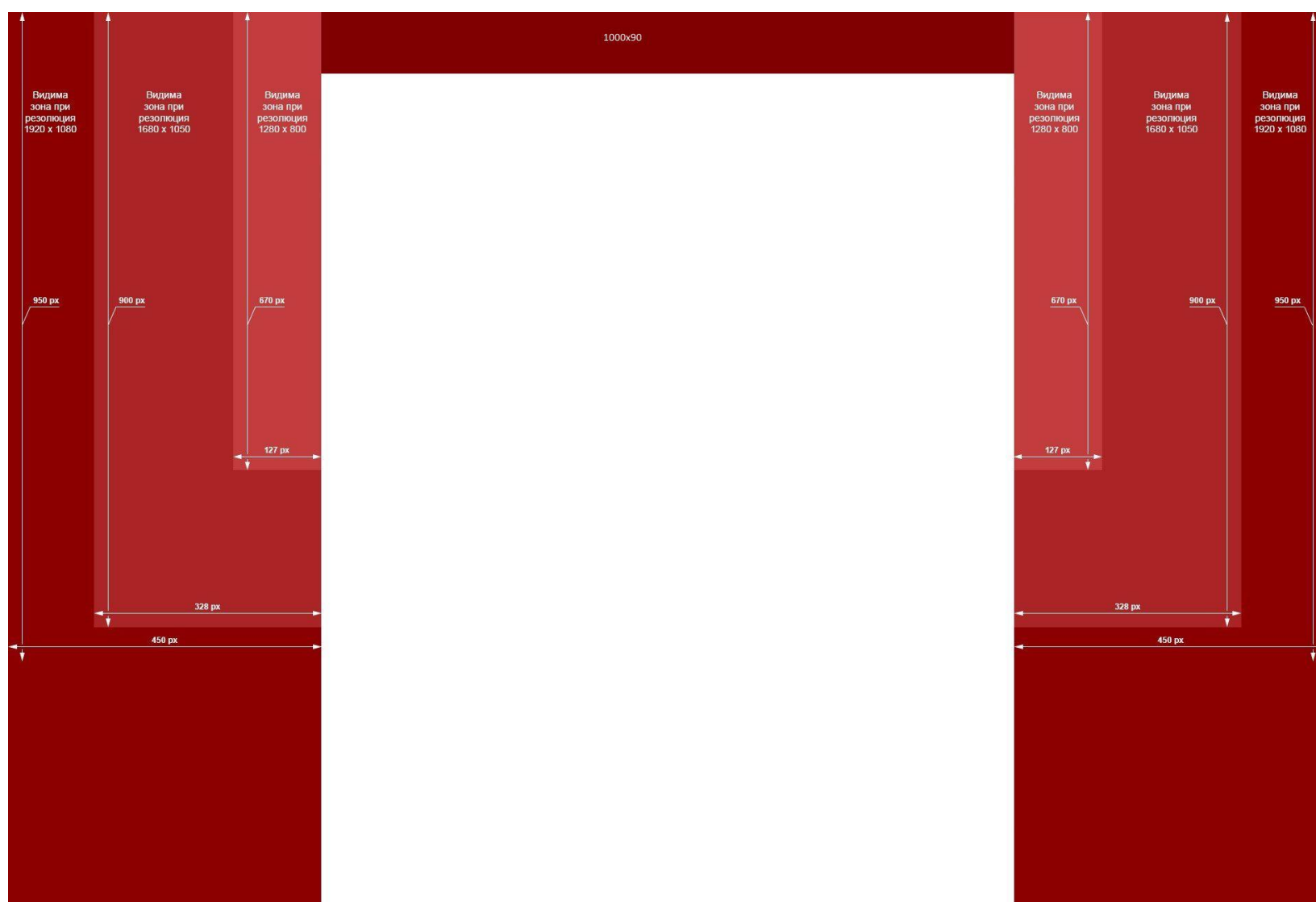
Event Date: Pulev vs Djoshua 28.10.
Campaign start date: 20.10.2017
Campaign end date: 30.10.2017

Total Gross Investment	10 850,00 лв.
Discount	0%
Total NET Investment	10 850,00 лв.
Bonus amount	10,1%

Durati on	Start date	End date	MEDIA	Position	Format	Rotatio n	Daily Inventory	Daily IMP	Total IMP Ordered	CPM	Total Cost		
							2 618 000	62 546	688 001		10 850,00 лв.		
1	11	20.10.2017	30.10.2017	gong.bg	event related branded articles	wallpaper + 300x250, П shape wallpaper	15%	40 000	6 000	66 000	37,50 лв	2 475,00 лв	
4	11	20.10.2017	30.10.2017	m.gong.bg	all pages	event related articles - paralax, rich media banner	25%	8 000	2 000	22 000	20,00 лв	440,00 лв	
5	11	20.10.2017	30.10.2017	abv.bg	home page	co-branded, event related fasha + 300x250, clickable	2,0%	1 250 000	24 546	270 001	8,00 лв	2 160,00 лв	
6	11	20.10.2017	30.10.2017	gong.bg	inner pages	pre-roll	25%	70 000	17 500	192 500	30,00 лв	5 775,00 лв	
5	11	20.10.2017	30.10.2017	abv.bg	home page	co-branded, event related fasha + 300x250, clickable	1%	1 250 000	12 500	137 500	8,00 лв	1 100,00 лв	Bonus

EXAMPLES:

1 Gong.bg - П shape wallpaper or wallpaper

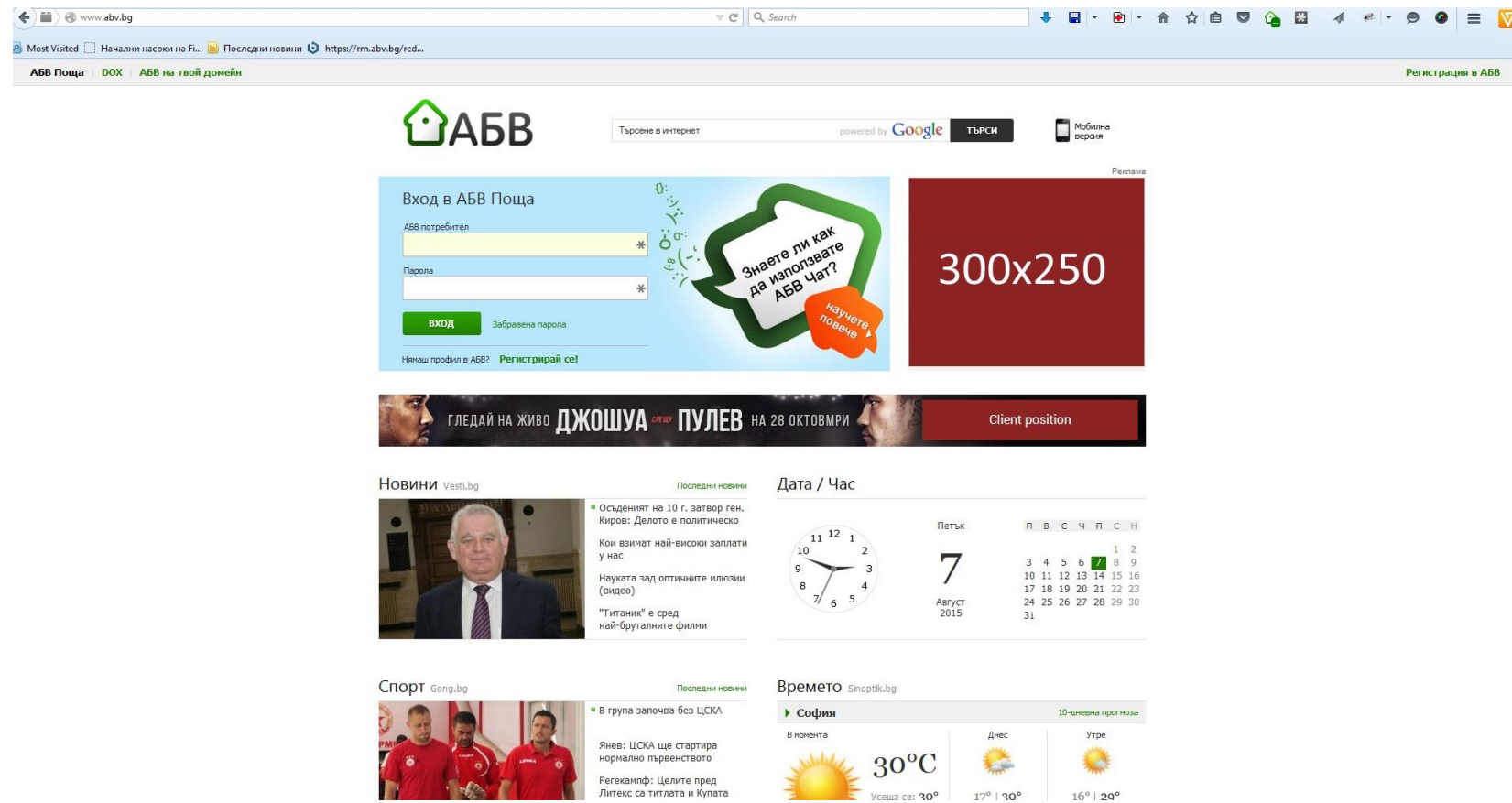


2 m.gong.bg event related articles - paralax, rich media banner



3 Gong.bg Preroll

4 Abv.bg - co-branded, event related fasha, clickable



www.piero97.com