

MomichetataOtGrada Rate Card - valid from 1st of May 2018

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	300x250 до 50 KB	Premium CPM	All pages	80000	50000	7000	14,00 лв.
		Floating Banner	All pages	80000	50000	7000	16,00 лв.
		Expandable & Roll Over	All pages	80000	50000	7000	16,00 лв.
2	300x600 до 70 KB	Premium CPM	All pages	80000	50000	7000	23,00 лв.
		Floating Banner	All pages	80000	50000	7000	25,00 лв.
		Expandable & Roll Over	All pages	80000	50000	7000	24,00 лв.
3	300x800 до 70 KB	Premium CPM	All pages	80000	50000	7000	25,00 лв.
		Floating Banner	All pages	80000	50000	7000	27,00 лв.
		Expandable & Roll Over	All pages	80000	50000	7000	26,00 лв.
4	1000x200	Premium CPM	All pages	80000	50000	7000	23,00 лв.
5	300x1000	Premium CPM	All pages	80000	50000	7000	27,00 лв.
6	1000x200 & 300x1000	Synchronized Branding	All pages	80000	50000	7000	40,00 лв.
7	980 x 620	Video Stitial, Overlay, Transition	All pages	80000	50000	7000	45,00 лв.
8	Sticky note	Premium CPM	All pages	80000	50000	7000	18,00 лв.
9	Full Screen Overlay	Premium CPM	All pages	80000	50000	7000	50,00 лв.
10	Wallpaper	Wallpaper	All pages	80000	50000	7000	60,00 лв.
11	In article video	Video	Article	50000	30000	7000	35,00 лв.
12	Full Branding /wallpaper + video/	Full Branding /wallpaper + video/	All pages	80000	50000	7000	65,00 лв.
13	FB Game	FB Game - like and comment	FB page				950,00 лв.
14	FB post	FB post	FB page				550,00 лв.
15	FB video post	FB video post	FB page				750,00 лв.
16	Instagram post	Instagram post	Instagram profile				280,00 лв.
17	Personal product review	Article	Relevant category				950,00 лв.
18	Personal product review + Premium Programmatic	Article + PROGRAMMATIC	Relevant category + PROGRAMMATIC	200 000			1 343,00 лв.
19	Personal product review + Photos taken by our photographer	Article + photos	Relevant category				1 450,00 лв.
20	Product placement	Product placment + branding	Relevant category				950,00 лв.
21	Collaborations with influencers	Article + photos	Relevant category				1 950,00 лв.
22	Electronic Newsletter	Stand alone brand news + link to the brand site/page	Downtown Girls newsletter		22000		1 350,00 лв.
23	Electronic Newsletter	Stand alone brand news + PR article	Downtown Girls newsletter		22000		1 665,00 лв.
24	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news	Downtown Girls newsletter		22000		729,00 лв.
25	Electronic Newsletter	1 brand news in the weekly Downtown Girls newsletter/5 news + PR arti	Downtown Girls newsletter		22000		1 224,00 лв.