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|------------|--------------------|
| Event | Pulev vs Furu date |
| Date event | 27.10.2018 |

| | |
|------------------------|---------------|
| Total Gross Investment | 27 608,00 лв. |
| | |

| Duration | Start date | End date | MEDIA | Position | Format | Rotation | Daily Inventory | Daily IMP | Total IMP Ordered | CPM | Total Cost |
|----------|------------|------------|-----------|---|---|----------|-----------------|-----------|-------------------|----------|---------------|
| | | | | | | | 1 825 000 | 331 000 | 2 317 000 | | 27 608,00 лв. |
| 7 | 22.10.2018 | 28.10.2018 | gong.bg | event related branded articles+category | backdrop wallpaper | 25% | 170 000 | 42 500 | 297 500 | 27,00 лв | 8 032,50 лв |
| 7 | 22.10.2018 | 28.10.2018 | gong.bg | home page | event related articles - branded promo block | 50% | 35 000 | 17 500 | 122 500 | 7,00 лв | 857,50 лв |
| 7 | 22.10.2018 | 28.10.2018 | gong.bg | Inner pages | side bar latest news event related - branded block right corner | 50% | 200 000 | 100 000 | 700 000 | 2,50 лв | 1 750,00 лв |
| 7 | 22.10.2018 | 28.10.2018 | m.gong.bg | all pages | 300x250 | 30% | 80 000 | 24 000 | 168 000 | 10,00 лв | 1 680,00 лв |
| 7 | 22.10.2018 | 28.10.2018 | abv.bg | home page | co-branded, event related fasha, clickable | 7% | 1 200 000 | 84 000 | 588 000 | 8,00 лв | 4 704,00 лв |
| 7 | 22.10.2018 | 28.10.2018 | gong.bg | pre-roll | inner pages - Event related articles with video | 45% | 140 000 | 63 000 | 441 000 | 24,00 лв | 10 584,00 лв |

