



# Advertising rate card of Broshura.bg

Valid from 01.04.2020

## Standard formats

Banner positions	Desktop	Mobile	Standard CPM	Video CPM	Daily impressions desktop	Daily impressions mobile
Rectangle	300 x 250 px	300 x 250 px	12,00 BGN	12,00 BGN	100 000	400 000
Half page	300 x 600 px	300 x 600 px	20,00 BGN	20,00 BGN	300 000	200 000
Board	728 x 90 px	728 x 90 px	10,00 BGN	10,00 BGN	70 000	100 000
Megaboard	1200 x 150 px	1200 x 150 px	22,00 BGN	-	70 000	100 000
Onsite Push notification	370 x 250 px	370 x 250 px	22,00 BGN	-	Upon request	Upon request
Native Ad - inserted page in leaflet	1400 x 2000 px	1400 x 2000 px	25,00 BGN	-	Upon request	Upon request



## Special formats

Format	Subscribers	Fixed price
Web push notification	100 000	1 800,00 BGN
App push notification	45 000	Upon request
Location-based push notification	-	Upon request
Banner in newsletter	65 000	1 500,00 BGN
Dedicated newsletter	65 000	3 000,00 BGN

## Additional cost:

Frequency capping 3+ (daily)	10%
Category targeting	25%
Geotargeting	25%
Co - branding	25%

VAT is not included!

Minimum net request volume **500 BGN**  
excluding VAT!