



Платформа	Формат	Размер (пиксели)	CPM (лв. бруто)	Гарантирани импресии (видими импресии / ден)	Оскъпяване за таргетиране	
					Честота на показване 2/3 пъти на потребител	Демографско таргетиране
 Desktop	Megaboard Homepage	940 X 220	24.00	150,000	4.00	4.00
	Megaboard All pages	940 X 220	22.00	190,000	3.00	3.00
	Megaboard Inner pages	940 X 220	20.00	180,000	4.00	4.00
	Leaderboard Homepage	728 x 90	16.00	110,000	3.00	3.00
	Leaderboard Homepage After Hot news	728 x 90	14.00	110,000	3.00	3.00
	Leaderboard All pages - below the fold 2nd & 3rd.	728 x 90	12.00	300,000	3.00	3.00
	Leaderboard Inner pages	728 x 90	10.00	110,000	3.00	3.00
	Rectangle First position	300 x 250	16.00	110,000	4.00	4.00
	Rectangle First position All	300 x 250	15.00	170,000	3.00	3.00
	Rectangle First position Inner	300 x 250	13.00	150,000	3.00	3.00
	Rectangle Second position Homepage	300 x 250	11.00	90,000	4.00	4.00
	Rectangle Second position All	300 x 250	13.00	250,000	3.00	3.00
	Rectangle Second position Inner pages	300 x 250	10.00	150,000	3.00	3.00
	Inline Banner	Responsive	16.00	120,000	4.00	4.00
	Inline Video	Responsive	20.00	150,000	4.00	4.00
	Half page Homepage	300 x 600	22.00	110,000	4.00	4.00
	Half page Inner pages	300 x 600	20.00	90,000	4.00	4.00
	Half page All pages	300 x 600	18.00	200,000	4.00	4.00
	Wallpaper Inner pages	Wallpaper	28.00	110,000	4.00	4.00
	Wallpaper All pages	Wallpaper	26.00	160,000	4.00	4.00

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					Честота на показване 2/3 пъти на потребител	Демографско таргетиране
 Mobile	Rectangle First position After Hot News	300 x 250	18.00	53,000	4.00	4.00
	Rectangle First position All	300 x 250	16.00	110,000	3.00	3.00
	Rectangle First position Inner	300 x 250	12.00	45,000	3.00	3.00
	Rectangle Second position Homepage	300 x 250	16.00	30,000	3.00	3.00
	Rectangle Second position All	300 x 250	12.00	45,000	3.00	3.00
	Rectangle Second position Inner pages	300 x 250	10.00	15,000	3.00	3.00
	Inline Video	Responsive	22.00	30,000	4.00	4.00
	Mobile Parallax Inner pages	300 x 600	24.00	35,000	4.00	4.00
Branding	Leaderboard + Half page branding	Combo	36.00	110,000	8.00	8.00
	Leaderboard + Rectangle branding	Combo	30.00	115,000	8.00	8.00
Native	Native ad Desktop + Mobile (in first category)	Native	38.00	220,000	3.00	3.00
	Native ad Mobile	Native	32.00	150,000	3.00	3.00
	Native ad Desktop	Native	40.00	70,000	3.00	3.00