

WEB RATE CARD 2020

Media	Size	Description	Inventory	Page views per day	Price per 1000 page views without VAT
Economist.bg	300x250	All pages	Premium CPM	10 000	20,00 BGN
	300x600	All pages	Premium CPM	10 000	28,00 BGN
	580x400	All pages	Premium CPM	10 000	25,00 BGN
	234x60	All pages	Premium CPM	10 000	18,00 BGN
	750x200 Horizontal megaboardr	All pages	Premium CPM	10 000	36,00 BGN
	728x90 Leader board	All pages	Premium CPM	10 000	18,00 BGN
	970x90 Footer board	All pages	Premium CPM	10 000	36,00 BGN
	Wallpaper	All pages	Premium CPM	10 000	48,00 BGN
	Wallpaper + 300x250	All pages	Premium CPM	10 000	55,00 BGN
	Wallpaper + Horizontal megaboardr	All pages	Premium CPM	10 000	59,00 BGN
	Wallpaper + 300x600	All pages	Premium CPM	10 000	57,00 BGN
	3D Box	All pages	Premium CPM	10 000	36,00 BGN
	3D Cube 300x600	All pages	Premium CPM	10 000	34,00 BGN
	Sticky Scroll Banner	All pages	Premium CPM	10 000	36,00 BGN
	In Article Video	All pages	Premium CPM	Unique	42,00 BGN
	PR publication				

Extras

Second brand:	50%
Expandable banners:	20%
Broadcasting banners, TVC:	10%
Planning unique:	20%
Geo-targeting	20%
For targeted pages or homepage	20%

Terms

Request:	2 week days before the beginning
Advertising forms	1 week day before the beginning
Custom adv. campaigns	3 week days before the beginning
Change of adv. types:	1 week day before the beginning
Payment:	1 week day before the beginning

Discounts

Total value discounts:	
500 – 1 000 BGN	5%
1 001 – 3 000 BGN	10%
3 001 – 5 000 BGN	5%
5 001 – 10 000 BGN	20%
10 001 – 20 000 BGN	25%
Over 20 000 BGN	agreement
Discounts for advertising agencies	15%
Payment in advance	7%

*** Guaranteed impressions on weekends are 50% of the above**

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Media	Size	Description	Inventory	Page views per day	Price per 1000 page views without VAT
knowledge.bg goodfood.bg	300x250	All pages	Premium CPM	10 000	12,00 BGN
	300x600	All pages	Premium CPM	10 000	16,00 BGN
	580x400	All pages	Premium CPM	10 000	15,00 BGN
	234x60	All pages	Premium CPM	10 000	10,00 BGN
	750x200 Horizontal megaboardr	All pages	Premium CPM	10 000	16,00 BGN
	728x90 Leader board	All pages	Premium CPM	10 000	8,00 BGN
	970x90 Footer board	All pages	Premium CPM	10 000	12,00 BGN
	Wallpaper	All pages	Premium CPM	10 000	24,00 BGN
	Wallpaper + 300x250	All pages	Premium CPM	10 000	34,00 BGN
	Wallpaper + Horizontal megaboardr	All pages	Premium CPM	10 000	38,00 BGN
	Wallpaper + 300x600	All pages	Premium CPM	10 000	38,00 BGN
	3D Box	All pages	Premium CPM	10 000	15,00 BGN
	3D Cube 300x600	All pages	Premium CPM	10 000	22,00 BGN
	Sticky Scroll Banner	All pages	Premium CPM	10 000	22,00 BGN
	In Article Video	All pages	Premium CPM	Unique	25,00 BGN
PR publication	The publication is rotating in the both sites				500 BGN

Extras

Second brand:	50%
Expandable banners:	20%
Broadcasting banners, TVC:	10%
Planning unique:	20%
Geo-targeting	20%
For targeted pages or homepage	20%

Terms

Request:	2 week days before the beginning
Advertising forms	1 week day before the beginning
Custom adv. campaigns	3 week days before the beginning
Change of adv. types:	1 week day before the beginning
Payment:	1 week day before the beginning

Discounts

Total value discounts:	
500 – 1 000 BGN	5%
1 001 – 3 000 BGN	10%
3 001 – 5 000 BGN	5%
5 001 – 10 000 BGN	20%
10 001 – 20 000 BGN	25%
Over 20 000 BGN	agreement
Discounts for advertising agencies	15%
Payment in advance	7%

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Media	Size	Description	Inventory	Page views per day	Price per 1000 page views without VAT
topgear.bg	300x250	All pages	Premium CPM	8000	10,00 BGN
	300x600	All pages	Premium CPM	8000	13,00 BGN
	580x400	All pages	Premium CPM	8000	12,00 BGN
	234x60	All pages	Premium CPM	8000	8,00 BGN
	750x200 Horizontal megaboar	All pages	Premium CPM	8000	13,00 BGN
	728x90 Leader board	All pages	Premium CPM	8000	6,00 BGN
	970x90 Footer board	All pages	Premium CPM	8000	10,00 BGN
	Wallpaper	All pages	Premium CPM	8000	19,00 BGN
	Wallpaper + 300x250	All pages	Premium CPM	8000	27,00 BGN
	Wallpaper + Horizontal megaboar	All pages	Premium CPM	8000	29,00 BGN
	Wallpaper + 300x600	All pages	Premium CPM	8000	29,00 BGN
	3D Box	All pages	Premium CPM	8000	12,00 BGN
	3D Cube 300x600	All pages	Premium CPM	8000	18,00 BGN
	Sticky Scroll Banner	All pages	Premium CPM	8000	18,00 BGN
	In Article Video	All pages	Premium CPM	На уникален	20,00 BGN
PR publication					500 BGN

Extras

Second brand:	50%
Expandable banners:	20%
Broadcasting banners, TVC:	10%
Planning unique:	20%
Geo-targeting	20%
For targeted pages or homepage	20%

Terms

Request:	2 week days before the beginning
Advertising forms	1 week day before the beginning
Custom adv. campaigns	3 week days before the beginning
Change of adv. types:	1 week day before the beginning
Payment:	1 week day before the beginning

Discounts

Total value discounts:	
500 – 1 000 BGN	5%
1 001 – 3 000 BGN	10%
3 001 – 5 000 BGN	5%
5 001 – 10 000 BGN	20%
10 001 – 20 000 BGN	25%
Over 20 000 BGN	agreement
Discounts for advertising agencies	15%
Payment in advance	7%

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Media	Size	Description	Inventory	Page views per day	Price per 1000 page views without VAT
modamagazine.bg	300x250	All pages	Premium CPM	7000	12,00 BGN
	300x600	All pages	Premium CPM	7000	16,00 BGN
	580x400	All pages	Premium CPM	7000	15,00 BGN
	234x60	All pages	Premium CPM	7000	10,00 BGN
	750x200 Horizontal megaboar	All pages	Premium CPM	7000	16,00 BGN
	728x90 Leader board	All pages	Premium CPM	7000	8,00 BGN
	970x90 Footer board	All pages	Premium CPM	7000	12,00 BGN
	Wallpaper	All pages	Premium CPM	7000	24,00 BGN
	Wallpaper + 300x250	All pages	Premium CPM	7000	34,00 BGN
	Wallpaper + Horizontal megaboar	All pages	Premium CPM	7000	38,00 BGN
	Wallpaper + 300x600	All pages	Premium CPM	7000	38,00 BGN
	3D Box	All pages	Premium CPM	7000	15,00 BGN
	3D Cube 300x600	All pages	Premium CPM	7000	22,00 BGN
	Sticky Scroll Banner	All pages	Premium CPM	7000	22,00 BGN
	In Article Video	All pages	Premium CPM	На уникален	25,00 BGN
	PR Publication				

Extras

Second brand:	50%
Expandable banners:	20%
Broadcasting banners, TVC:	10%
Planning unique:	20%
Geo-targeting	20%
For targeted pages or homepage	20%

Terms

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Change of adv. types:	1 week day before the beginning
Payment:	1 week day before the beginning

Discounts

Total value discounts:	
500 – 1 000 BGN	5%
1 001 – 3 000 BGN	10%
3 001 – 5 000 BGN	5%
5 001 – 10 000 BGN	20%
10 001 – 20 000 BGN	25%
Over 20 000 BGN	agreement
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Payment in advance	7%

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BGsprint.com BGbasket.com BGathletic.com BGfootball.com BGvolleyball.com BGswim.com Tennis24.bg Viasport.bg	300x250	All pages	Premium CPM	100 000	15,00 BGN
	300x600	All pages	Premium CPM	100 000	20,00 BGN
	580x400	All pages	Premium CPM	100 000	18,00 BGN
	234x60	All pages	Premium CPM	100 000	12,00 BGN
	750x200 Horizontal megaboarad	All pages	Premium CPM	100 000	20,00 BGN
	728x90 Leader board	All pages	Premium CPM	100 000	10,00 BGN
	970x90 Footer board	All pages	Premium CPM	100 000	15,00 BGN
	Wallpaper	All pages	Premium CPM	100 000	30,00 BGN
	Wallpaper + 300x250	All pages	Premium CPM	100 000	39,00 BGN
	Wallpaper + Horizontal megaboarad	All pages	Premium CPM	100 000	45,00 BGN
	Wallpaper + 300x600	All pages	Premium CPM	100 000	45,00 BGN
	3D Box	All pages	Premium CPM	100 000	18,00 BGN
	3D Cube 300x600	All pages	Premium CPM	100 000	25,00 BGN
	Sticky Scroll Banner	All pages	Premium CPM	100 000	25,00 BGN
	In Article Video	All pages	Premium CPM	Unique	30,00 BGN
PR publication	The publication is rotating in the all sport sites			700 BGN	

Extras

Second brand:	50%
Expandable banners:	20%
Broadcasting banners, TVC:	10%
Planning unique:	20%
Geo-targeting	20%
For targeted pages or homepage	20%

Terms

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Change of adv. types:	1 week day before the beginning
Payment:	1 week day before the beginning

Discounts

Total value discounts:	
500 – 1 000 BGN	5%
1 001 – 3 000 BGN	10%
3 001 – 5 000 BGN	5%
5 001 – 10 000 BGN	20%
10 001 – 20 000 BGN	25%
Over 20 000 BGN	agreement
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