



Internet

Rates Card

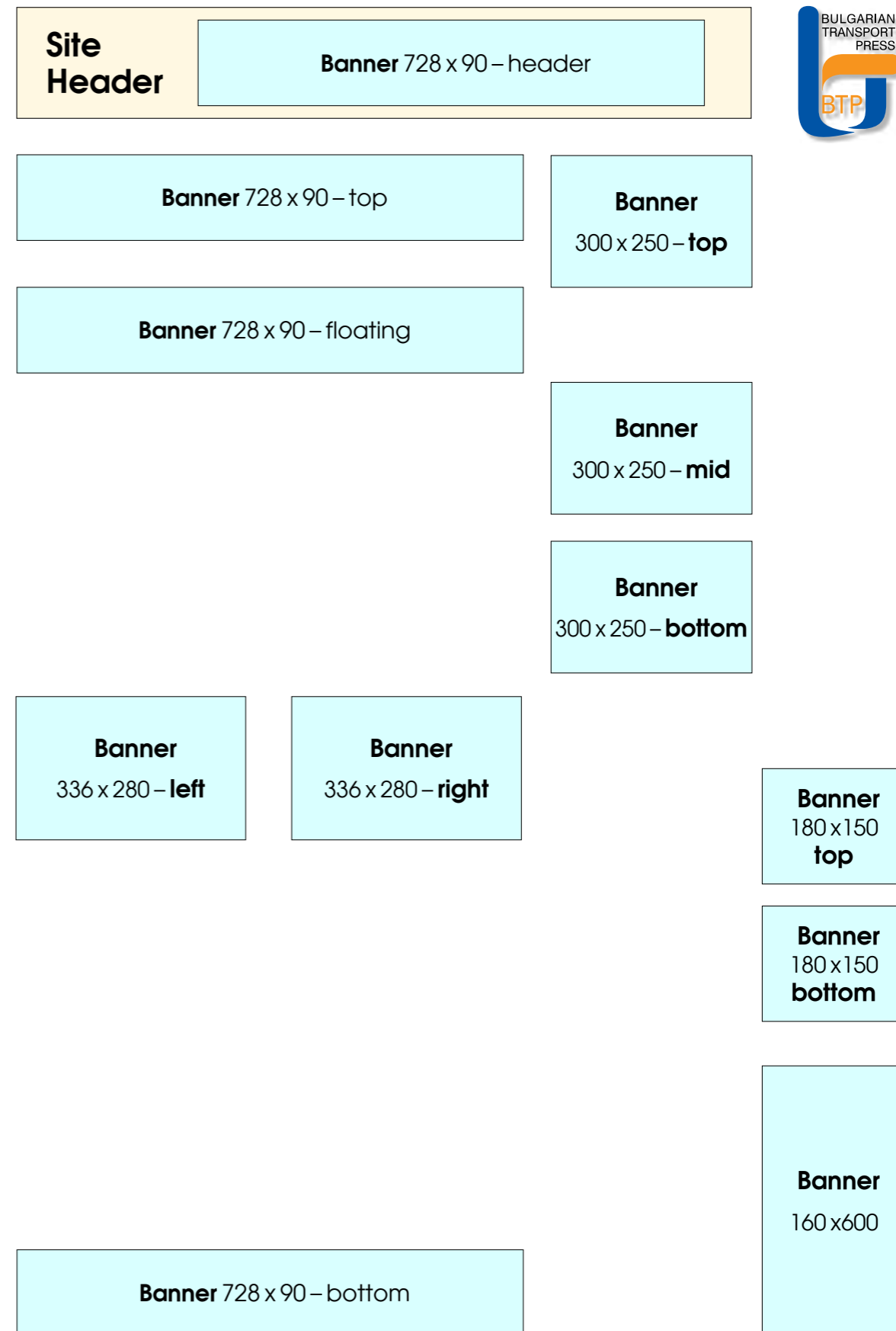
Valid from 1.1. 2024

Banner	Size	Price in Euro for 1 month and for 1/3 of the time by rotating display
Banner 728 x 90 – header	728 x 90 pixels	220
Banner 728 x 90 – top	728 x 90 pixels	198
Banner 728 x 90 – floating	728 x 90 pixels	242
Banner 300 x 250 – top	300 x 250 pixels	198
Banner 300 x 250 – mid	300 x 250 pixels	154
Banner 300 x 250 – bottom	300 x 250 pixels	154
Banner 336 x 280 – left	336 x 280 pixels	154
Banner 336 x 280 – right	336 x 280 pixels	154
Banner 180 x 150 – top	180 x 150 pixels	99
Banner 180 x 150 – bottom	180 x 150 pixels	99
Banner 160 x 600	160 x 600 pixels	165
Banner 728 x 90 – bottom	728 x 90 pixels	99
Banner 468 x 60	468 x 60 pixels	220
Banner 180 x 150 – left	180 x 150 pixels	99
Banner 180 x 150 – right	180 x 150 pixels	99

Running text shown on all pages of the website.

Price for 1 week – Euro 50.

All prices are subject to 20% VAT.



The scheme above shows banners on the Home page.



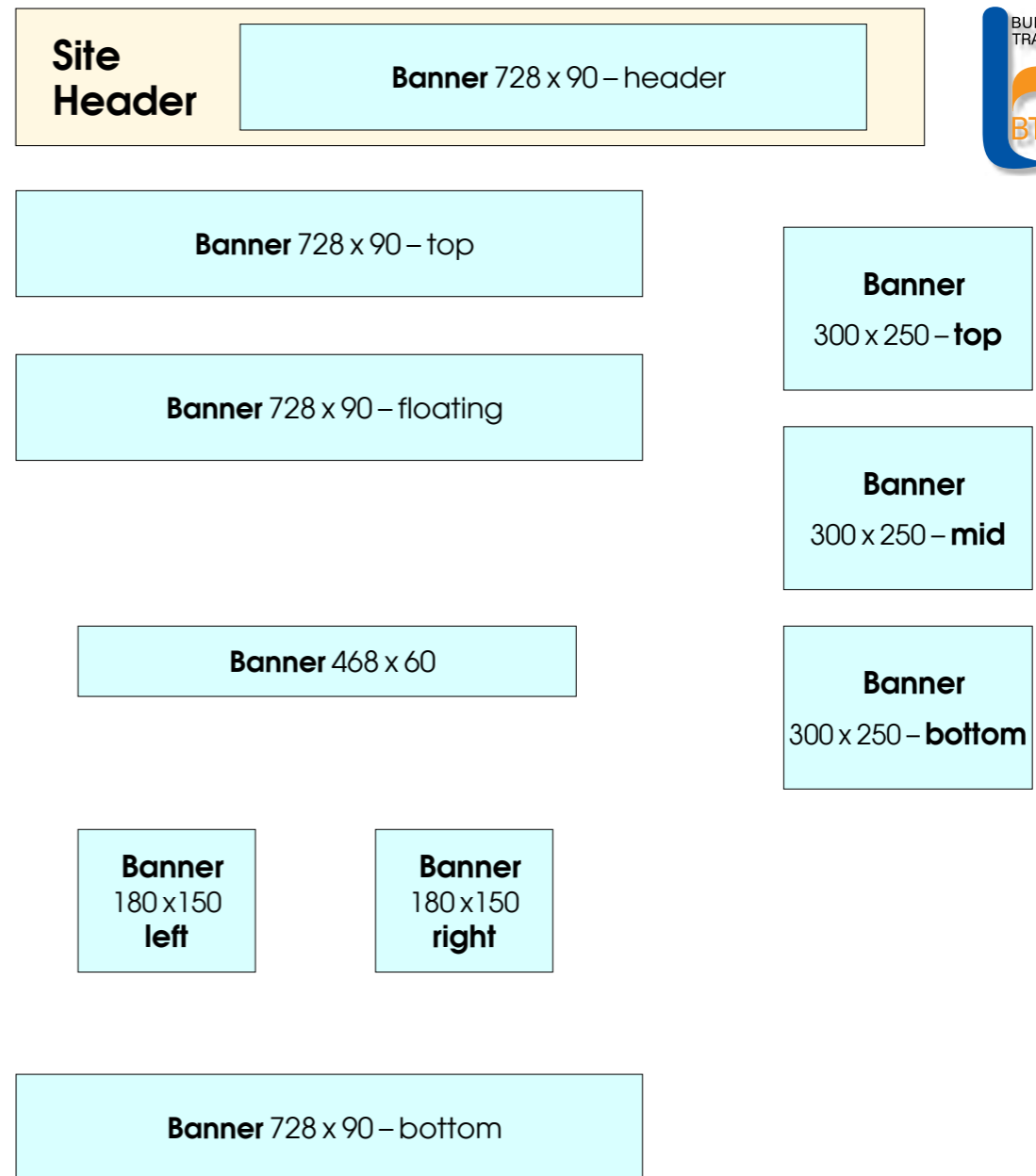
Internet

Rates Card

Valid from 1.1. 2024

Banner	Size	Price in Euro for 1 month and for 1/3 of the time by rotating display
Banner 728 x 90 – header	728 x 90 pixels	220
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Banner 160 x 600	160 x 600 pixels	165
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Banner 468 x 60	468 x 60 pixels	220
Banner 180 x 150 – left	180 x 150 pixels	99
Banner 180 x 150 – right	180 x 150 pixels	99

Running text shown on all pages of the website.
 Price for 1 week – Euro 50.
 All prices are subject to 20% VAT.



The scheme above shows banners on a news page.



Internet

The online newsletter TRANSPORT is a trade publication in Bulgarian language of BTP - Bulgarian Transport Press (published since 2010).

TRANSPORT is a weekly newsletter which is sent by e-mail (to over 12,000 addresses) every Friday. It contains news of the week about everything related to the fields of the industry which are covered by BTP - Bulgarian Transport Press - transport, forwarding, logistics, trucks and trailers, vans, busses and coaches, construction equipment.

Rates Card

TRANSPORT Online Newsletter

Valid from 1.1.2024

Banner	Size	Prices in EUR per publication
Banner 640x80 – top	640x80 pixel	83
Banner 640x80 – middle	640x80 pixel	83
Banner 640x80 – bottom	640x80 pixel	83
Banner 440x80 – над секция	440x80 pixel	83
Banner 180x150 – left/right	180x150 pixel	50

Discounts:

For a 5-publication contract – 5%.

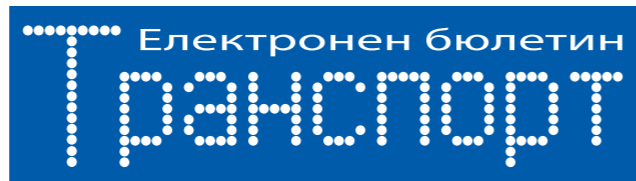
For advertisers on BTP internet sites – 10%.

All prices are subject to 20% VAT.

Advertising banners must be submitted in GIF or JPG format (max 100 KB).

For contacts: Bulgarian Transport Press

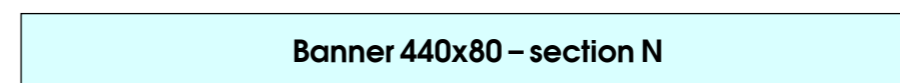
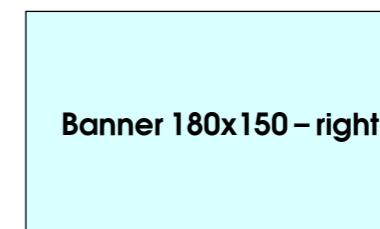
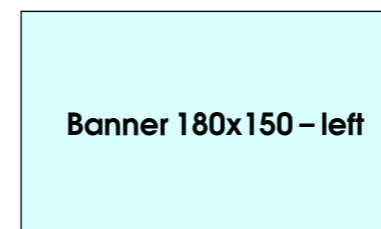
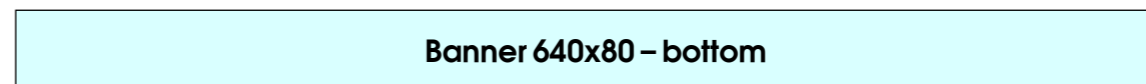
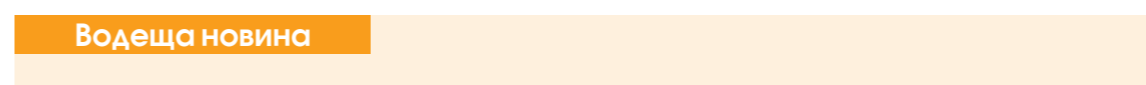
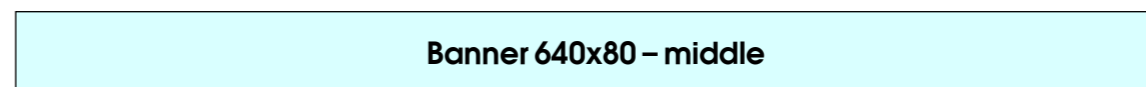
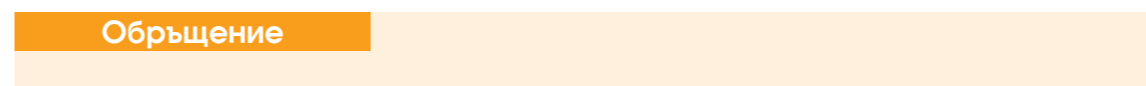
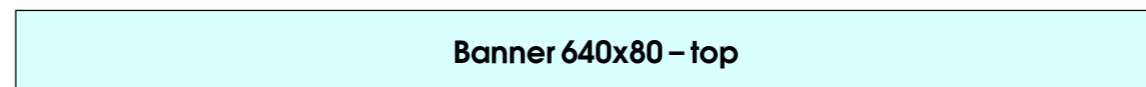
Marketing & Advertising, tel.: (+359 88) 8639296, 8582088, 8281414; e-mail: reklama@btp.bg



Online Newsletter for Transport,
Freight Forwarding, Logistics,
Commercial Vehicles



Бюлетин за транспорт, спедиция,
логистика, товарни автомобили
© Българска Транспортна Преса



Making of video clips

upon contract

Distribution of video clips

on internet sites and online channels
of Bulgarian Transport Press

upon contract

Organisation of events

upon contract

Design, DTP and printing
of advertising visions,
promotional materials,
brochures, books, etc.


Desing of banners
for sites and social media

Planning, organizing and
implementation of advertising campaigns
on social media

PR publications

on internet sites and online channels
of Bulgarian Transport Press


logistika.bg, kamioni.bg, bageri.bg

 www.youtube.com/@bulgariantransportpress

 facebook.com/logistika.bg

 facebook.com/kamioni.bg

 facebook.com/bageri.bg

 linkedin.com/company/bulgarian-transport-press

Leading news

on website for 1 week – up to 3000 characters
and its insertion in onine newsletter TRANSPORT
and posting on Facebook page: **600 Euro**

Preparation of PR materials

upon contract