



## Standard Display

Format	Desktop	Mobile	Size	File Format	CPM
<b>Square</b>	300x250	300x250	60kb	.JPG, .GIF, .PNG, HTML5	<b>10,00 BGN</b>
<b>Half Page</b>	300x600	300x600	120kb	.JPG, .GIF, .PNG, HTML5	<b>15,00 BGN</b>
<b>Megaboard</b>	920x250 , 728x90*	320x100	Desktop 200kb, 80kb* Mobile 50kb	.JPG, .GIF, .PNG, HTML5	<b>12,00 BGN</b>
<b>Wallpaper</b>	1920x1080	360x100	Desktop 500kb Mobile 50kb	.JPG, .PNG	<b>27,00 BGN</b>

\* all prices are in BGN excluding VAT



## Rich Media Formats

Format	Desktop	Mobile	Size	File Format	CPM
<b>Interstitial</b>	980x620	320x480	500kb / 200kb	.JPG, .PNG, .HTML5	<b>35,00 BGN</b>
<b>Take Over Banner</b>	Standard display	Standard display	-	.JPG, .GIF, .PNG, HTML5	<b>30,00 BGN</b>
<b>Mobile Sticky Ad</b>	-	450x225	100kb	.JPG, .PNG	<b>25,00 BGN</b>
<b>Parallax</b>	1140x800	320x480	500kb/ 120kb	.JPG, .PNG	<b>18,00 BGN</b>
<b>Expandable</b>	300x250, 300x600, 970x250	320x50	200kb/50kb	.JPG, .PNG, .HTML5	<b>18,00 BGN</b>

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## Target Indexing For Standard Display

Targeting	Index**
Only Desktop	25%
Only Mobile	25%
Only Homepage	50%
Geo Targeting	25%
Frequency Capping	50%

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\*\* over net CPM



## PR & Branded Content

<b>Format</b>	<b>Single Price</b>
<b>PR Publication [ post ]</b>	<b>500,00 BGN</b>
<b>PR Publication [ writing ]</b>	<b>300,00 BGN</b>
<b>PR Publication [ edit ]</b>	<b>100,00 BGN</b>
<b>Leading News [ 24 hours ]</b>	<b>1 000,00 BGN</b>
<b>Sponsored content</b>	<b>900,00 BGN</b>
<b>Interview</b>	<b>1000,00 BGN</b>
<b>Facebook post</b>	<b>300,00 BGN</b>
<b>Facebook live stream [ 1 hour ]</b>	<b>1 500,00 BGN</b>

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