



PR & Branded Content

Format	Single Price all pages	Single Price local pages		
		Group 1*	Group 2*	Group 3*
PR Publication [post]	480,00 BGN	200,00 BGN	100,00 BGN	70,00 BGN
PR Publication [writing]	300,00 BGN	300,00 BGN	300,00 BGN	300,00 BGN
PR Publication [edit]	100,00 BGN	100,00 BGN	100,00 BGN	100,00 BGN
Leading News [24 hours]	1 000,00 BGN	400,00 BGN	300,00 BGN	250,00 BGN
Sponsored content	900,00 BGN			
Interview	1000,00 BGN			
Facebook post	300,00 BGN	bonus	bonus	bonus
Facebook live stream [1 hour]	1 500,00 BGN	800,00 BGN	800,00 BGN	800,00 BGN

* Group 1 – Plovdiv, Varna, Burgas, Ruse

* Group 2 – Haskovo, Shumen, Blagoevgrad, Vratsa, Vidin, Dobrich, Montana, Kustendil, Gabrovo

* Group 3 – Kurdzhali, Veliko Tarnovo, Targovishte, Sliven, Pleven

* all prices are in BGN excluding VAT



VIDEO

Обща ротация	Desktop	Mobile	CPM
Unskippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 сек.	Unskippable 6 сек.	20,00 BGN
Skippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 сек. Skippable до 60 сек.	Unskippable 6 сек. Skippable до 60 сек.	28,00 BGN
Inread Video	InRead Video	InRead Video	18,00 BGN
Video Banner	Standard Display	Standard Display	18,00 BGN

* all prices are in BGN excluding VAT



Standard Display

Format	Desktop	Mobile	Size	File Format	CPM all pages	24 hours local pages		
						Group 1*	Group 2*	Group 3*
Square	300x250	300x250	60kb	.JPG, .GIF, .PNG, HTML5	10,00 BGN	60,00 BGN	50,00 BGN	40,00 BGN
Half Page	300x600	300x600	120kb	.JPG, .GIF, .PNG, HTML5	15,00 BGN	80,00 BGN	70,00 BGN	60,00 BGN
Megaboard	920x250 , 728x90*	320x100	Desktop 200kb, 80kb* Mobile 50kb	.JPG, .GIF, .PNG, HTML5	12,00 BGN	70,00 BGN	60,00 BGN	50,00 BGN
Wallpaper	1920x1080	360x100	Desktop 500kb Mobile 50kb	.JPG, .PNG	27,00 BGN	100,00 BGN	80,00 BGN	60,00 BGN

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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