



Standard Display

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

* all prices are in BGN excluding VAT



Rich Media Formats

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

* 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

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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%

* all prices are in BGN excluding VAT

** over net CPM



PR & Branded Content

Format	Single Price
PR Publication [post]	480,00 BGN
PR Publication [writing]	300,00 BGN
PR Publication [edit]	100,00 BGN
Leading News [24 hours]	1 000,00 BGN
Sponsored content	900,00 BGN
Interview	1000,00 BGN
Facebook post	300,00 BGN
Facebook live stream [1 hour]	1 500,00 BGN

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