



Standard Display

Format	Desktop	CPM
Square	300x250	14,00 BGN
Half Page	300x600	16,00 BGN
Leaderboard	728x90	22,00 BGN
Megaboard	960x200	18,00 BGN

* all prices are in BGN excluding VAT



PR & Branded Content

Format	Single Price
PR Publication (writing, edit & post)	1 200,00 BGN
PR Publication (Facebook post)	200,00 BGN
Link Building Article	700,00 BGN
Link Building Article + FB&IG post	900,00 BGN
Facebook Post	500,00 BGN
Instagram Post	400,00 BGN
Stories FB/IG	300,00 BGN
FB/IG Post + FB/IG Story	650,00 BGN
Product Placement	700,00 BGN
Product Advertising Video	2 500,00 BGN
Prize Game (Social media)	800,00 BGN

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