

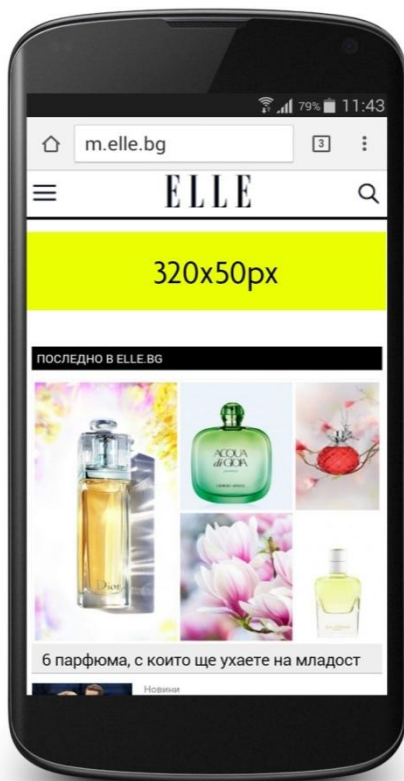


# Mobile Web ad formats

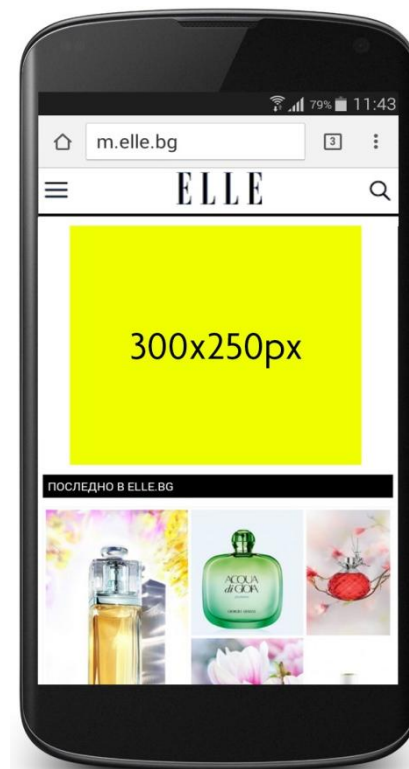
# 320x50 banner and 300x250 banner

## Description:

Standard banner formats that can be animated or stay static.



**CPM: 8 BGN**

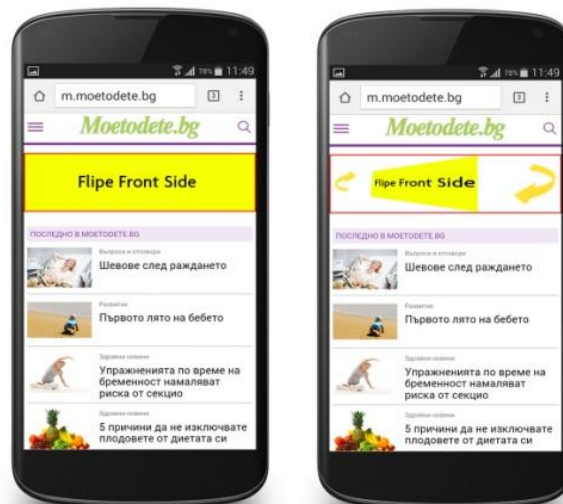


**CPM: 12 BGN**  
**CPM video: 15 BGN**

# Flip banner

## Description:

Two sided banner, positioned at the upper part of the website, that rotates to show both sides of the banner



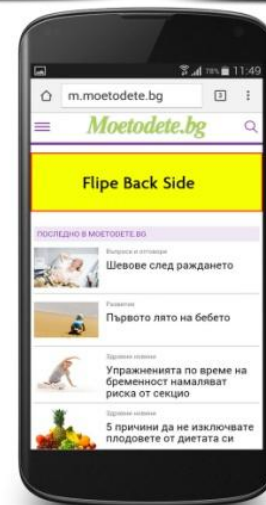
## Supported browsers:

Само iOS – Safari

Creative rotation mode: No

Size: 320x50

CPM: 10 BGN

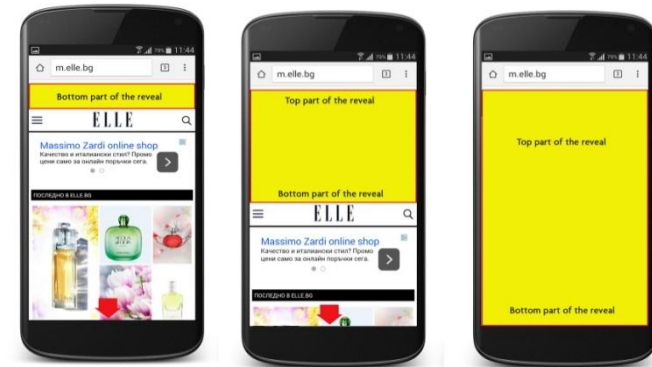


# Expand banner and Reveal banner

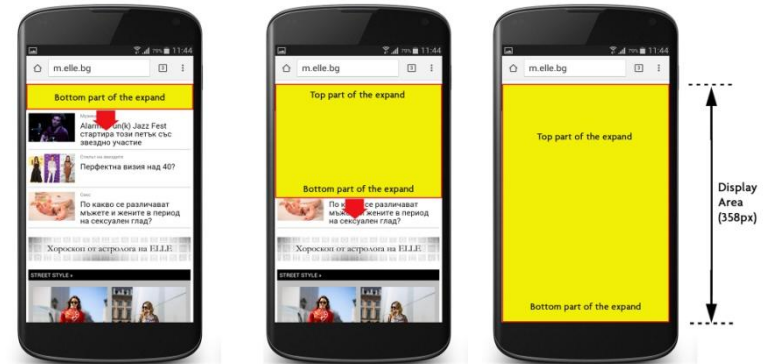
## Description:

**Expand Banner** - the script displays an expand banner that covers the content when expanded.

**Reveal banner** - the script displays a banner that pushes the content down



Reveal banner



Expand banner

## Supported browsers:

iOS - Safari

Android - Firefox, Chrome

Mango - Internet Explorer

**Creative rotation mode:** Yes

**Size:** from 320x50 to 320x480

**CPM:** 15 BGN



# Adhesion banner

## Description:

The banner is always positioned at the bottom of the screen and it moves along with the website when scrolling up and down. On tap, the initial area of the banner expands to the same size as screen resolution. It disappears when the user interacts with the screen or closes the banner.

## Supported browsers:

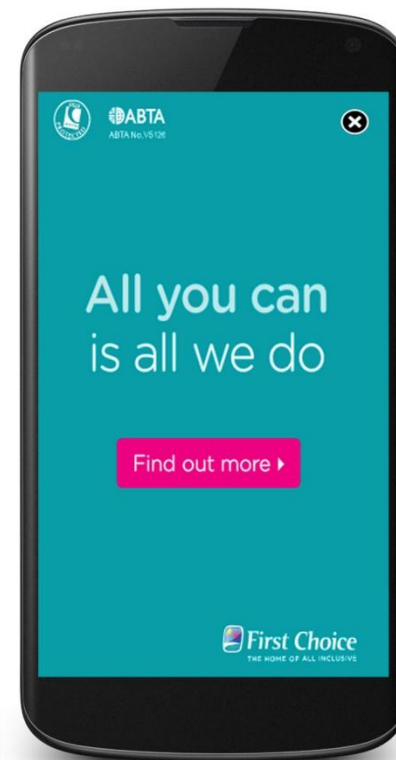
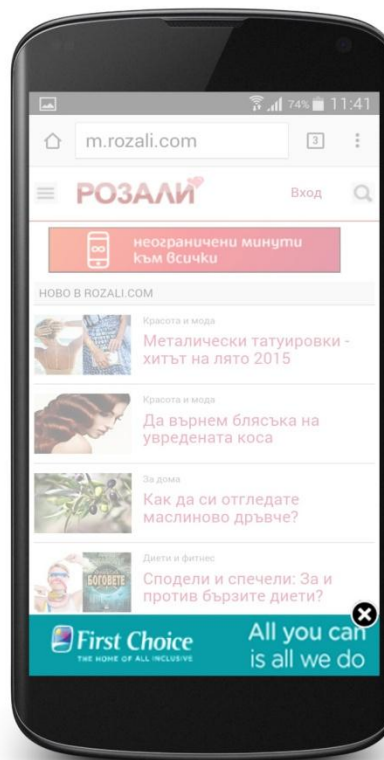
iOS – Safari

Android Browsers - Firefox, Chrome

**Creative rotation mode:** Yes

**Size:** from 320x50 to 320x480

**CPM:** 15 BGN



# Slideshow banner

## Description:

The format displays inline slideshow with the infinitive number of slides with images. Each user can control the slideshow using arrows or by swiping.

## Supported browsers:

iOS - Safari

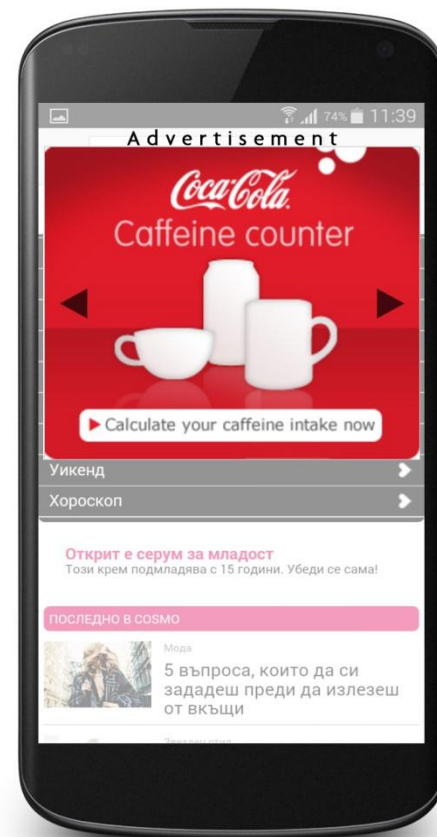
Android Browsers - Firefox, Chrome

Mango - Internet Explorer

**Creative rotation mode:** No

**Size:** 320x250

**CPM:** 15 BGN



# Interstitial banner

## Description:

The banner appears automatically and covers the content of the site. It automatically disappears after few second or when closing.

## Supported browsers:

iOS - Safari

Android Browsers - Firefox, Chrome

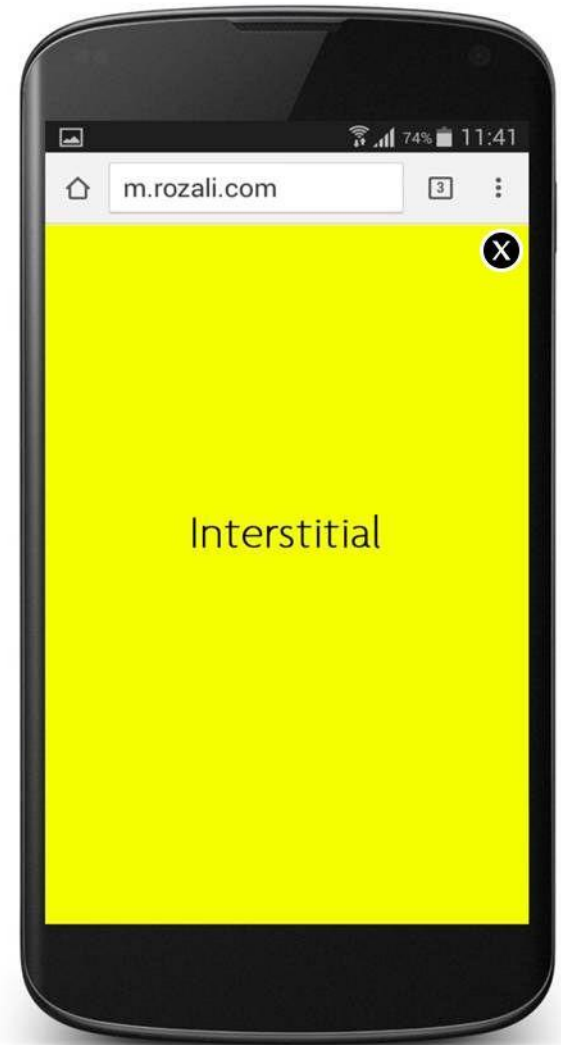
Mango - Internet Explorer

**Creative rotation mode:** No

**Size:** 320x480

**Maximum rotation:** up to 20% of mobile impressions

**CPM/ CPM video:** 20 BGN



# Spin cube banner

## Description:

Interactive format, positioned at the upper part of the site. The banner represents a rotating 3D cube and implies dynamic content from 2 to 6 images

## Supported browsers:

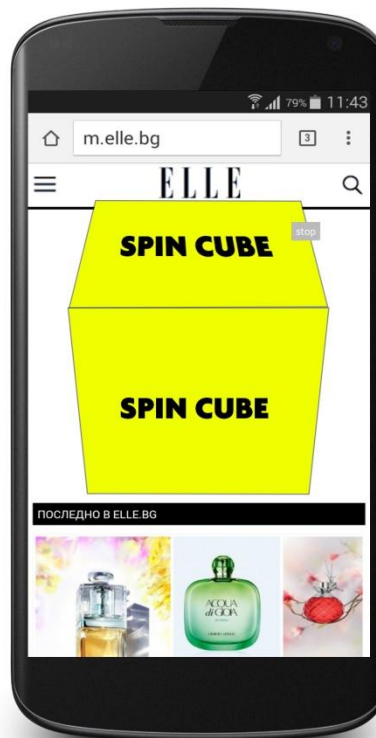
iOS – Safari

Android Browsers - Firefox, Chrome

**Creative rotation mode:** Yes

**Size:** 300x300

**CPM/ CPM video:** 20 BGN





# Parallax banner

## Description:

Inline ad which shows piece of background during scroll action.

## Supported browsers:

iOS - Safari

Android Browsers - Firefox, Chrome

**Creative rotation mode:** Yes

**Size:** 750x300px (maximum size)

**CPM/ CPM video:** 20 BGN

