

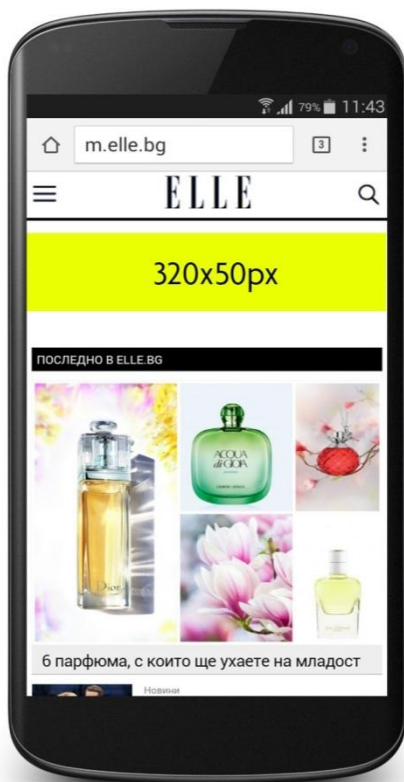


Mobile Web ad formats

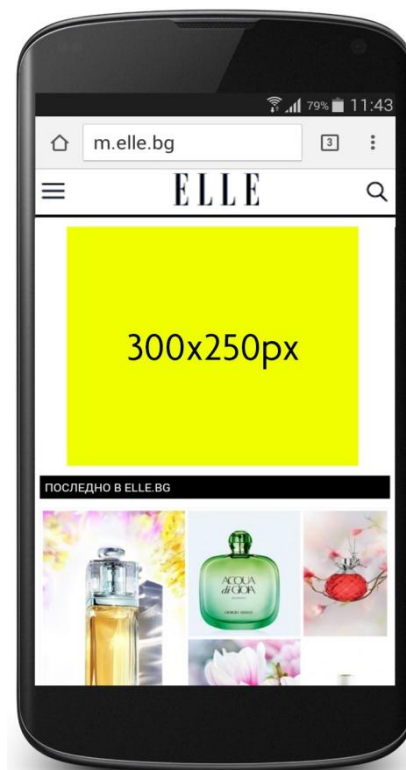
320x50 banner and 300x250 banner

Description:

Standard banner formats that can be animated or stay static.



CPM: 8 BGN

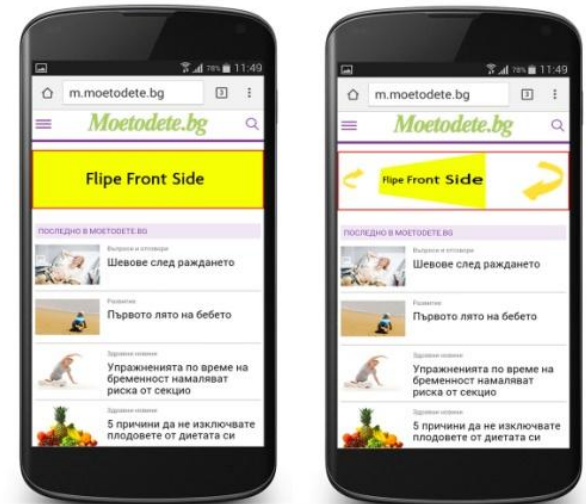


CPM: 10 BGN
CPM video: 15 BGN

Flip banner

Description:

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



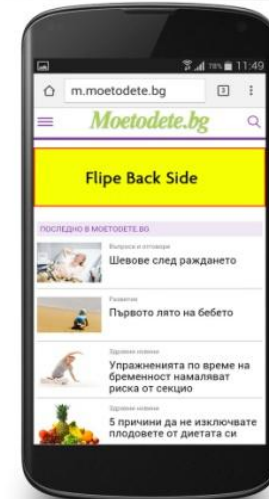
Supported browsers:

Само iOS – Safari

Creative rotation mode: No

Size: 320x50

CPM: 10 BGN

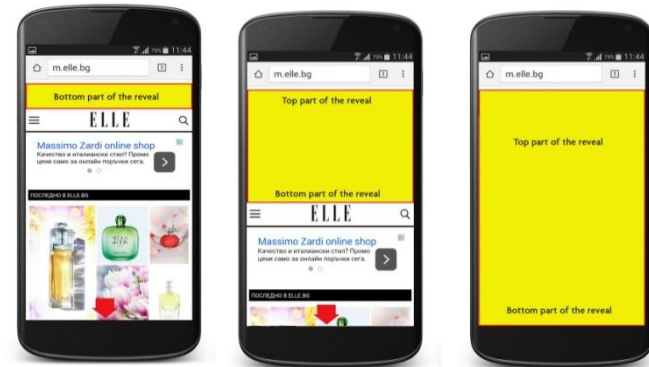


Expand banner and Reveal banner

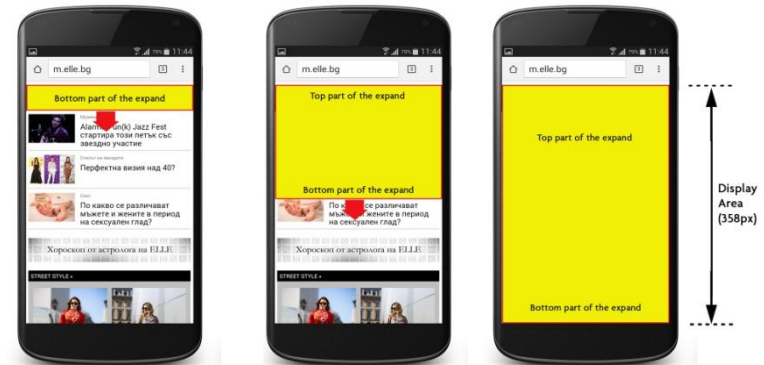
Description:

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:

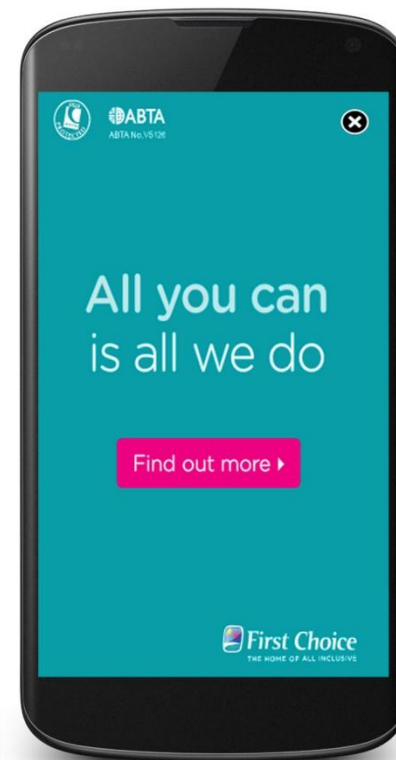
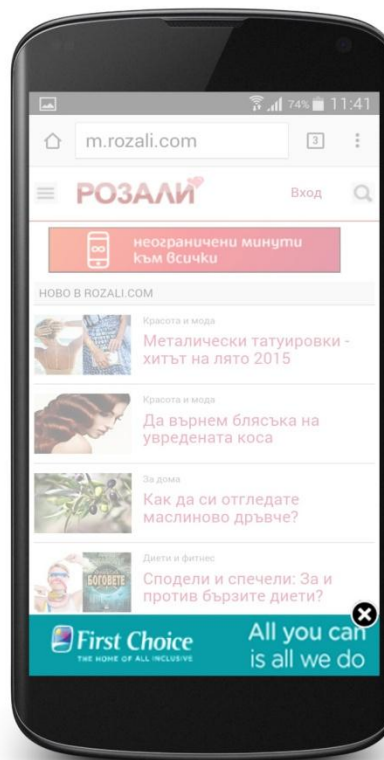
iOS – Safari

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

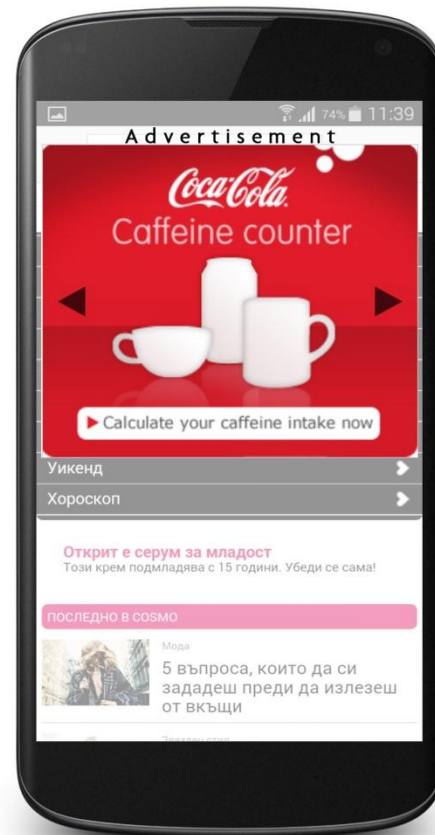
Android Browsers - Firefox, Chrome

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

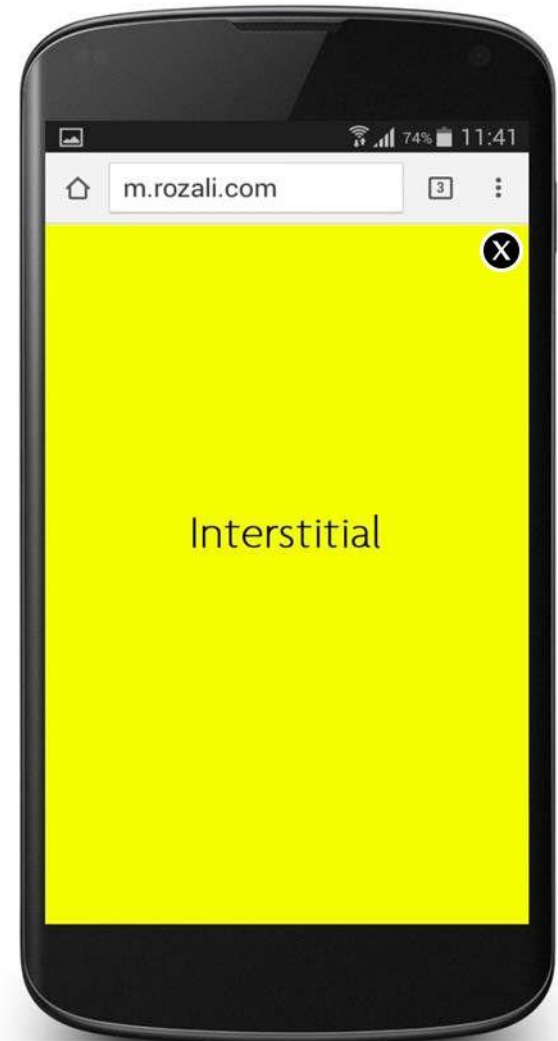
Mango - Internet Explorer

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:

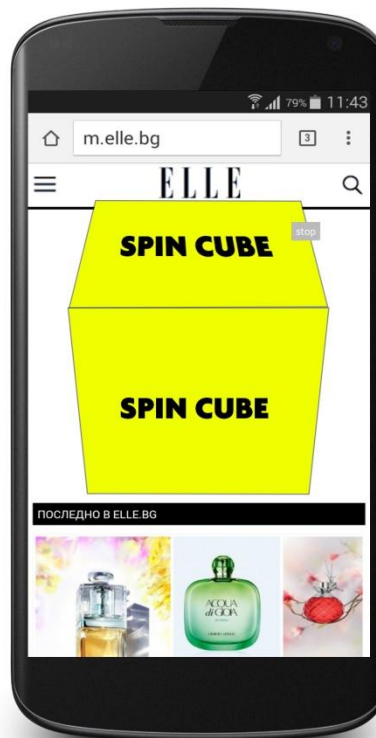
iOS – Safari

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

