

PAGE VIEWS PER DAY					
Rozali.com	Cosmopolitan.bg	Elle.bg	Nationalgeographic.bg	Moetodete.bg	Gotvetesmen.com
240 000	100 000	13 000	10 000	15 000	40 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	
150 000	20 000	4 000	7 000	12 000	
UNIQUE USERS PER DAY					
Rozali.com	Cosmopolitan.bg	Elle.bg	Nationalgeographic.bg	Moetodete.bg	Gotvetesmen.com
40 000	10 000	3 000	3 000	8 000	12 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	
25 000	6 000	1 500	1 500	5 000	

DESKTOP	CPM
Medium Rectangle 300x250	15 BGN
Half Page 300x600	20 BGN
Megaboard 1000x150	20 BGN

VIDEO DESKTOP	CPM
Medium Rectangle 300x250	15 BGN
Half Page 300x600 with embedded video	20 BGN
Megaboard 1000x150 with embedded video	20 BGN

MOBILE	CPM
Banner 320x50	10 BGN
Banner 300x250	15 BGN
Slideshow	20 BGN
Spin cube	20 BGN
Parallax	20 BGN
Overslide	20 BGN

VIDEO MOBILE	CPM
Banner 300x250	15 BGN
Slideshow	20 BGN
Spin cube	20 BGN
Parallax	20 BGN

RICH MEDIA	CPM
Wallpaper	25 BGN
Wallpaper + Half page	35 BGN
Banderole	35 BGN
Overslide	35 BGN

VIDEO RICH MEDIA	CPM
Wallpaper with embedded video	25 BGN
Wallpaper + Half page with embedded video	35 BGN
Video overlay	35 BGN
Smart Video Screening	35 BGN
Smart Video Fold	35 BGN

Other banner formats - upon request

ADDITIONS AND TARGETING			
Expandable / Floating	+40%	Unique users targeting (standard and wallpaper banners), capping 1	+25%
Section targeting	+40%	Implementing one remarketing JS code in paid advertorial	+25%
Geo targeting	+25%		

PR publications - Rozali.com	PRICE
Branded thematic page with up to 10 editorial/advertorial publications, 1 month	3 500 BGN
Paid advertorial	1 000 BGN
Paid advertorial with embedded video or showcase	1 150 BGN
Paid advertorial with Wallpaper branding	1 150 BGN
Paid advertorial with Wallpaper and embedded video or showcase	1 250 BGN
Advertiser`s recipe	500 BGN

PR publications - Cosmopolitan.bg, Elle.bg, Nationalgeographic.bg, Moetodete.bg, Gotvetesmen.com	PRICE
Paid advertorial	800 BGN
Paid advertorial with embedded video or showcase	900 BGN
Paid advertorial with Wallpaper branding	900 BGN
Paid advertorial with Wallpaper and embedded video or showcase	1 000 BGN
Advertiser`s recipe	400 BGN

Content based targeting and other NATIVE projects - special projects, Influencing projects, branding of sections, creation of new sections for specific campaign and brand - upon request

DISCOUNTS			
Discounts for gross amount, guaranteed by the advertising agency		Volume discount for clients	
Up to 10 000 BGN	15%	500 - 2 000 BGN	10%
10 000 - 20 000 BGN	20%	2 000 - 5 000 BGN	15%
20 000 - 50 000 BGN	25%	5 000 - 15 000 BGN	18%
50 000 - 100 000 BGN	28%	15 000 - 20 000 BGN	20%
100 000 - 200 000 BGN	30%	20 000 - 30 000 BGN	22%
200 000 - 300 000 BGN	32%	Over 30 000 BGN	upon agreement
Over 300 000 BGN	35%	Multi-site discounts for clients	
		Two - three sites	5%
		Four - five sites	8%
		Six sites	10%

All discounts are applied consecutively, they are not summed up. All prices and ads' volumes in the rate card exclude VAT.

TERMS AND CONDITIONS

1. Volume discounts for advertising agency

Advertising agencies use a discount based on the gross amount for all online ads booked and published in SBB Media websites for the period 01.01.2019 – 31.12.2019. The gross amount booked in SBB Media websites includes the amounts for all online ads with VAT excluded and prior to any discount being applied. In case of signing an agreement to guarantee a gross amount, the agency uses the higher discount for the amount guaranteed from the date when the agreement enters into force. In case of not booking the entire gross amount guaranteed with the agreement, the discount is recalculated based only on the gross amount of the published online ads.

2. Discounts for direct clients

Each direct or agency client that orders an online ad in SBB Media websites receives a volume discount and a multi-site discount. The first one is calculated using a volume scale for direct client for gross booked amounts, ordered or guaranteed for 2019 and the second one is based on the number of websites in which the online ad is published. All discounts are applied consecutively, they are not summed up.

TECHNICAL REQUIREMENTS - GENERAL INFORMATION

- Media plans are accepted not later than 3 working days before the start of the campaign. In case of changes in a media plan within less than 3 working days before launch, the gross prices of the items for which changes are made, will increase with 20%.
- The ready-made banners are published as HTML5 creative according to the weight requirements of chosen format. The needed files are used pictures, JS codes and fonts. Every banner should have a click tag, placed according to the requirement of Smart AdServer. All banners are accepted for delivery after technical check in and approval by a technical person of SBB Media.
- Weight of standard banners: up to 70 kB, Rich Media: up to 200kB.
- Non standard banners have to meet IAB requirements.
- SBB Media has the right to postpone the campaign, if provided banner formats do not meet the technical requirements. Banners ready for publishing should be provided not later than one day before the launch of the campaign. Upon request every client can receives a username and a password to track statistics in real time and a certificate of the page views and clicks delivered, not later than 5 days after the end of the campaign.