

Page views on all pages per day					
Rozali.com	Cosmopolitan.bg	Elle.bg	Nationalgeographic.bg	Moetodete.bg	Gotvetesmen.com
240 000	100 000	13 000	15 000	15 000	40 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	
45 000	20 000	4 000	7 000	10 000	

Unique users on all ages per day					
Rozali.com	Cosmopolitan.bg	Elle.bg	Nationalgeographic.bg	Moetodete.bg	Gotvetesmen.com
37 000	9 000	3 000	3 000	6 000	12 000
m.rozali.com	m.cosmopolitan.bg	m.elle.bg	m.nationalgeographic.bg	m.moetodete.bg	
15 000	4 000	1 500	2 000	3 500	

Format	
<b>Rich Media</b>	<b>CPM / CPM video</b>
Wallpaper	22 BGN/25 BGN
Wallpaper + Half page	35 BGN
Wallpaper + Medium Rectangle / Half page	25 BGN/30 BGN
Transitional Page	35 BGN
Push/Unpush Megaboard	35 BGN
Banderole banner	35 BGN
Full screen Banner	35 BGN
Drawbridge	35 BGN
Vstitial	35 BGN
Video overlay	35 BGN
Side kick	35 BGN
Sticky note	7 BGN
<b>Standard banners</b>	
Medium Rectangle 300x250	10 BGN/15 BGN
Half Page 300x600	16 BGN/20 BGN
Megaboard 1000x150	16 BGN/20 BGN
<b>Mobile advertising</b>	
Banner 320x50	8 BGN
Banner 300x250	10 BGN/15 BGN
Flip banner	10 BGN
Expand banner	15 BGN
Reveal banner	15 BGN
Adhesion banner	15 BGN
Slideshow banner	15 BGN
Interstitial banner up to 20% rotation	20 BGN
Spin cube banner	20 BGN
Parallax	20 BGN
<b>Native ads and paid publications</b>	<b>Price for publication</b>
Thematic page in Rozali.com that contain up to 10 editorial/advertorial publications, branded with wallpaper. Period: 1 month	3 500 BGN
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
Video material ready for publishing	600 BGN
Fashion showcase with 10 products	600 BGN
Advertiser's Recipe	300 BGN

PROMO Rozali.com

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

Discounts	
Gross amount, guaranteed by the advertising agency	Discount for the advertising agency
To 10 000 BGN	15%
10 000 – 20 000 BGN	20%
20 000 – 50 000 BGN	25%
50 000 – 100 000 BGN	28%
100 000 – 200 000 BGN	30%
200 000 – 300 000 BGN	32%
Over 300 000 BGN	35%

Volume discounts for direct clients	
500 – 2 000 BGN	10%
2 001 – 5000 BGN	15%
5 001 – 15 000 BGN	18%
15 001 – 20 000 BGN	20%
20 001 – 30 000 BGN	22%
Over 30 000 BGN	upon agreement

Multi-site discounts for direct clients f or advertising in:	
Two-three sites	5%
Four-five sites	8%
Six	10%

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

## Terms and conditions

### 1. Volume discount for advertising agency

Advertising agencies use a discount based on the gross amount for all online ads published or booked in SBB Media AD websites for the following period: 1 January – 31 December 2017. The gross amount booked in SBB Media AD websites includes the amounts of 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 bigger discount for the amount guaranteed, from the date the agreement enters into force.

In case of not booking the entire gross amount guaranteed by the agreement, the discount is recalculated based only on the gross amount of all published online ads.

### 2. Volume discount and multi-site discount for agency clients (1)

Each agency client that orders an online ad in SBB Media AD websites receives a volume discount and a multi-site discount. The first one is calculated using a volume scale for gross booked amounts, ordered or guaranteed for 2017, and the second one is based on the number of websites in which the online ad is published.

(1) All discounts are applied consecutively, they are not summed up.

## Technical requirements

- 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 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 click tag. The technical requirements for putting it you can find on: <https://support.smartadserver.com/hc/en-us/articles/204433791-Click-counting-in-HTML5-creatives> All banners are accepted for delivery after technical check in and approval by a technical person of SBB Media AD
- Weight of standard banners: up to 70kb, Rich Media: up to 200kb. For banners from 200kb to 2 MB the standard banner price increase with 1,10 BGN per 1000 page views.
- Non standard banners have to meet IAB requirements.
- SBB Media AD has the right to postpone the campaign, if provided banner formats do not meet the technical requirements detailed here. Banners ready for publishing should be provided not later than one day before the launch of the campaign. Upon request every client can receive a certificate for the page views and clicks delivered, not later than 5 days after the end of the campaign.