

		Rozali.com	Cosmopolitan.bg	Elle.bg (from 01.02.2015)	Blisak.bg	Gotvelesmen.com	Moetodete.bg	Ngm.bg
daily page views on all pages		305 000	170 000	35 000	51 000	57 000	20 000	2 100
Standard banners – price for 1000 page views								
Medium Rectangle 300x250	all pages	10 BGN	10 BGN	10 BGN	7 BGN	7 BGN	9 BGN	9 BGN
Half Page 300x600	all pages	16 BGN						
Leaderboard 728x90	daily views on inside pages	×	47 000	×	27 300	9 500	16 800	2 100
	inside pages	×	6 BGN					
Megaboard 1000x150	all pages	20 BGN						
Rich media – price for 1000 page views								
format		all pages						
Side Wallpaper		16 BGN						
Side Wallpaper + Medium Rectangle		24 BGN						
Wallpaper		26 BGN						
Footer		18 BGN						
Video		Standard banner price + 50%						
TVC Video		Standard banner price + 50%						
Mobile advertising in:		Rozali.com		Cosmopolitan.bg		Elle.bg		Moetodete.bg
daily page views		23 500		9 850		5 700		6 700
format	position	price for 1000 page views						
Banner 320x50	all pages	6 BGN						
Banner 300x250	all pages	10 BGN						
Flip banner	all pages	10 BGN						
Expand banner	all pages	15 BGN						
Reveal banner	all pages	15 BGN						
Adhesion banner	all pages	15 BGN						
Slideshow banner	all pages	15 BGN						
Interstitial banner	all pages	20 BGN						
Spin cube banner	all pages	20 BGN						

Volume discounts for direct clients	
500 go 1 000 BGN	2%
1 001 go 1 500 BGN	4%
1 501 go 2 000 BGN	6%
2 001 go 3000 BGN	8%
3 001 go 5000 BGN	10%
5 001 go 7000 BGN	12%
7 001 go 10 000 BGN	14%
10 001 go 13 000 BGN	16%
13 001 go 15 000 BGN	18%
15 001 go 20 000 BGN	20%
20 001 go 30 000 BGN	22%
Over 30 000 BGN – upon agreement	

Multi-site discounts for direct clients for advertising in:
Two sites – 2%
Three sites – 4%
Four sites – 6%
Five sites – 8%
Six sites – 10%

Frequency capping, targeted section
Ad, which appears once a day per unique visitor – standard banner price + 30%
Ad, which appears up to three times a day per unique visitor – standard banner price + 20%
Geo targeting – standard banner price + 25%
Targeted section – standard banner price + 40%

Rich media with mandatory frequency capping – price for 1000 page views

format	all pages
Page Peelback	14 BGN
Transitional page	28 BGN
Transitional page + video 300x250	49 BGN
Overlay	35 BGN
Filmstrip	35 BGN
Portrait	60 BGN
Push/Unpush Megaboard	20 BGN
Push/Unpush Megaboard + video	36 BGN
Sidekick	18 BGN
Slider	36 BGN
Transparent Video Overlay	40 BGN
Video Overlay	35 BGN
Banderole	30 BGN
Banderole + video	55 BGN
Videostitial 6e3 38yk	35 BGN
Videostitial cbc 38yk	45 BGN
Slide Note	15 BGN
Sticky Note	7 BGN
Full screen	35 BGN
Expandable banner	Standard banner price + 50%
Floating	Standard banner price + 50%

Paid publications

	Rozali.com	Cosmopolitan.bg	Elle.bg (from 01.02.2015)	Biasak.bg	Gotvetesmen.com	Moetodete.bg	Ngm.bg
Paid advertorial	500 BGN	500 BGN	500 BGN	400 BGN	350 BGN	300 BGN	×
Video material ready for publishing	500 BGN	500 BGN	500 BGN	400 BGN	350 BGN	300 BGN	×
Fashion shops with 10 products	500 BGN	500 BGN	500 BGN	400 BGN	×	300 BGN	×
Advertiser's Recipe	200 BGN	×	×	×	200 BGN	×	×
Advertising in newsletter	700 BGN	700 BGN	×	550 BGN	×	300 BGN	×

CPC banner

Price per click	0.60 BGN
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CPC inventory - technical details

- The clicks bought by the advertiser are randomly distributed among SBB Media websites. The client must provide minimum 2 formats banners. Price per position fixed in one website or position: +40%.
- In case of longer campaigns the creative should be changed with a new one 2 months after the start of the campaign or after the 2000th click.

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%.
- Advertising banners, developed in Macromedia Flash, are published in SWF format for Flash Player 9. It's required to provide also the source files of the banners (.fla files); and all used in the file characters; exported .swf file for Flash Player 9, according to the weight in kb for the specific ad format. All banners are accepted for delivery after technical check in and approval by a technical person of SBB Media AD
- 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.
- Weight of standard banners: up to 50 KB, Rich Media: up to 80 KB. For banners from 80 KB to 2 MB the standard banner price increase with 1,10 BGN per 1000 page views.
- Non standard banners have to meet IAB requirements.
- Every banner should have click tag. The technical requirements for putting it you can find on: <http://www.sbb.bg/bg/standartni-baneri/medium-rectangle-300x250.html>.

Discounts for ad agencies, advertising in SBB Media AD websites, valid for 2015

I. CPM Banners, paid publications and branding

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 2015.

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, which 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 2015, and the second one is based on the number of websites in which the online ad is published (2).

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

(2) The scales for volume and multi-sites discounts for agency clients are included in the rate card for advertising in SBB Media AD websites for 2015.

II. CPC banners

1. Agency discount

For booked amounts for CPC banners the advertising agency receives 10% agency discount.

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%
Gross amount, guaranteed/ordered by the client for advertising in SBB Media AD websites	Volume discount for the client
500 - 1 000 BGN	2%
1 001 - 1 500 BGN	4%
1 501 - 2 000 BGN	6%
2 001 - 3 000 BGN	8%
3 001 - 5 000 BGN	10%
5 001 - 7 000 BGN	12%
7 001 - 10 000 BGN	14%
10 001 - 13 000 BGN	16%
13 001 - 15 000 BGN	18%
15 001 - 20 000 BGN	20%
20 001 - 30 000 BGN	22%
Over 30 000 BGN	upon agreement

Multi-sites discounts for advertising in:	
Two sites	2%
Three sites	4%
Four sites	6%
Five sites	8%
Six sites	10%

All discounts are valid from 1 January 2015 till 31 December 2015.
All the prices and ads' volumes in the rate card exclude VAT.