

WEB MEDIA GROUP

ЦЕНОВА ЛИСТА В СИЛА ОТ 07.04.2017

СТАНДАРТНИ ФОРМАТИ

| | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|------------------|--------------|--------------|--------------|--------------|---|
| Rectangle | 14.00 | 14.00 | 12.00 | 12.00 | https://bit.ly/rectangle300x250 |
| Half-Page | 20.00 | 20.00 | 16.00 | 16.00 | https://bit.ly/half-banner |
| Megaboard | 22.00 | 22.00 | 18.00 | 18.00 | https://bit.ly/megaboard |

МОБИЛНИ ФОРМАТИ

| | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|---------------------------|--------------|--------------|--------------|--------------|---|
| Parallax | 22.00 | 22.00 | 18.00 | 18.00 | https://bit.ly/parallax-banner |
| Mobile Leaderboard | 12.00 | 12.00 | 10.00 | 10.00 | https://bit.ly/mobile-leaderboard |

WALLPAPER & INTERSTITIAL

| | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|--|--------------|--------------|--------------|--------------|---|
| Wallpaper: Фиксиран, Scrolling, "П" | 22.00 | 22.00 | 20.00 | 20.00 | https://bit.ly/wallpaper-fixed |
| Interstitial | 30.00 | 30.00 | 24.00 | 24.00 | https://bit.ly/interstitial-ads |
| Desktop Videostitial | 36.00 | 36.00 | 28.00 | 28.00 | http://bit.ly/desktop-videostitial |
| Mobile Videostitial | 36.00 | 36.00 | 28.00 | 28.00 | http://bit.ly/mobile-videostitial |

EXPANDABLE & FLOATING

| | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|-----------------------------------|--------------|--------------|--------------|--------------|---|
| iBug | 20.00 | 20.00 | 18.00 | 18.00 | https://bit.ly/animated-ibug |
| Expandable Megaboard | 28.00 | 28.00 | 24.00 | 24.00 | https://bit.ly/expandable-megaboard |
| Expandable Rectangle | 20.00 | 20.00 | 18.00 | 18.00 | https://bit.ly/expandable-rectangle |
| Default Expanded Megaboard | 28.00 | 28.00 | 24.00 | 24.00 | https://bit.ly/expanded-megaboard |
| Default Expanded Rectangle | 20.00 | 20.00 | 18.00 | 18.00 | https://bit.ly/default-expanded-rectangle |
| Floating Megaboard | 28.00 | 28.00 | 24.00 | 24.00 | https://bit.ly/floating-megaboard |

СПЕЦИАЛНИ ФОРМАТИ

| | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|-------------------------------|--------------|--------------|--------------|--------------|---|
| HTML5 TVC | 24.00 | 24.00 | 20.00 | 20.00 | https://bit.ly/tvc-banner |
| YouTube Call To Action | 20.00 | 20.00 | 18.00 | 18.00 | https://bit.ly/youtube-calltoaction |
| Footer Banner | 28.00 | 28.00 | 24.00 | 24.00 | https://bit.ly/footer-expandable-banner |
| Sidekick Banner | 38.00 | 38.00 | 30.00 | 30.00 | https://bit.ly/sidekick-banner |
| Drawbridge | 38.00 | 38.00 | 30.00 | 30.00 | https://bit.ly/drawbridge-banner |

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СИНХРОНИЗИРАНИ ФОРМАТИ

| | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|----------------------------------|---------|----------|-------------|--------------|---|
| Wallpaper & Half-page | 38.00 | 38.00 | 30.00 | 30.00 | https://bit.ly/wallpaper-half-page |
| Wallpaper & Rectangle | 30.00 | 30.00 | 28.00 | 28.00 | https://bit.ly/wallpaper-rectangle |
| Wallpaper & Megaboard | 40.00 | 40.00 | 34.00 | 34.00 | https://bit.ly/wallpaper-megaboard |
| Wallpaper & Footer Banner | 42.00 | 42.00 | 38.00 | 38.00 | https://bit.ly/wallpaper-footer |
| Wallpaper & Expandable Rectangle | 38.00 | 38.00 | 34.00 | 34.00 | https://bit.ly/wallpaper-expandable-rectangle |
| Wallpaper & Billboard | 46.00 | 46.00 | 40.00 | 40.00 | https://bit.ly/wallpaper-billboard |

ТАРГЕТИРАНЕ - БАНЕРНА РЕКЛАМА

ОСКЪПЯВАНЕ

| | |
|--|-----|
| Начална страница | 50% |
| Синхронизиране на 2 или повече криейтива | 50% |
| Таргетиране по устройство (десктоп, мобилни) | 50% |
| Гео таргетиране | 20% |
| Ограничение по уникален потребител | 20% |
| Таргетиране по съдържание | 20% |

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ЦЕНОВА ЛИСТА В СИЛА ОТ 07.04.2017

| PR | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG |
|------------------------------|----------|----------|-------------|--------------|
| PR публикация | 1,000.00 | 1,000.00 | 800.00 | 800.00 |
| PR публикация, от редакцията | 1,800.00 | 1,800.00 | 1,800.00 | 1,800.00 |
| Видео интервю | 1,800.00 | 1,800.00 | 1,800.00 | 1,800.00 |
| Видео репортаж | 1,800.00 | 1,800.00 | 1,800.00 | 1,800.00 |

| ОСКЪПЯВАНИЯ НА PR | ОСКЪПЯВАНЕ |
|--|--------------|
| Начална страница – 1 ден | 100% |
| Начална страница – 2 дни | 150% |
| PR в дневен е-мейл бюлетин | 20% |
| PR в Push Notification* | 200% |
| PR с допълнителна реклама във Facebook | Разходи +10% |
| PR с код за Remarketing | 10% |
| PR с публикуване на пост във Facebook | 20% |

* Подлежи на редакционно одобрение.

Всички цени са в български лева, и не включват ДДС.

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ГАРАНТИРАНИ ДНЕВНИ ИМПРЕСИИ (БЪЛГАРСКИ ТРАФИК, ПОНЕДЕЛНИК - ПЕТЪК). СЪБОТА И НЕДЕЛЯ СА С 20% ПО-МАЛКО.

| СТАНДАРТНИ ФОРМАТИ | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
|--|---------|----------|-------------|--------------|---|
| Rectangle | 183,000 | 61,000 | 179,000 | 80,000 | https://bit.ly/rectangle300x250 |
| Half-Page | 91,000 | 28,000 | 107,000 | 35,000 | https://bit.ly/half-banner |
| Megaboard | 91,000 | 28,000 | 107,000 | 35,000 | https://bit.ly/megaboard |
| МОБИЛНИ ФОРМАТИ | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
| Parallax | 76,000 | 29,000 | 61,000 | 37,000 | https://bit.ly/parallax-banner |
| Mobile Leaderboard | 91,000 | 35,000 | 102,000 | 42,000 | https://bit.ly/mobile-leaderboard |
| WALLPAPER & INTERSTITIAL | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
| Wallpaper: Фиксиран, Scrolling, "П" | 82,000 | 24,000 | 62,000 | 30,000 | https://bit.ly/wallpaper-fixed |
| Interstitial | 82,000 | 24,000 | 62,000 | 30,000 | https://bit.ly/interstitial-ads |
| Desktop Videostitial | 82,000 | 24,000 | 62,000 | 30,000 | http://bit.ly/desktop-videostitial |
| Mobile Videostitial | 49,000 | 19,000 | 40,000 | 24,000 | http://bit.ly/mobile-videostitial |
| EXPANDABLE & FLOATING | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
| iBug | 91,000 | 28,000 | 107,000 | 35,000 | https://bit.ly/animated-ibug |
| Expandable Megaboard | 91,000 | 28,000 | 107,000 | 35,000 | https://bit.ly/expandable-megaboard |
| Expandable Rectangle | 91,000 | 28,000 | 107,000 | 35,000 | https://bit.ly/expandable-rectangle |
| Default Expanded Megaboard | 17,000 | 10,000 | 13,000 | 10,000 | https://bit.ly/expanded-megaboard |
| Default Expanded Rectangle | 17,000 | 10,000 | 13,000 | 10,000 | https://bit.ly/default-expanded-rectangle |
| Floating Megaboard | 17,000 | 10,000 | 13,000 | 10,000 | https://bit.ly/floating-megaboard |
| СПЕЦИАЛНИ ФОРМАТИ | NEWS.BG | MONEY.BG | TOPSPORT.BG | LIFESTYLE.BG | DEMO |
| HTML5 TVC | 86,000 | 21,000 | 71,000 | 32,000 | https://bit.ly/tvc-banner |
| YouTube Call To Action | 183,000 | 61,000 | 179,000 | 80,000 | https://bit.ly/youtube-calltoaction |
| Footer Banner | 17,000 | 10,000 | 13,000 | 10,000 | https://bit.ly/footer-expandable-banner |
| Sidekick Banner | 17,000 | 10,000 | 13,000 | 10,000 | https://bit.ly/sidekick-banner |
| Drawbridge | 17,000 | 10,000 | 13,000 | 10,000 | https://bit.ly/drawbridge-banner |

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ГАРАНТИРАНИ ДНЕВНИ ИМПРЕСИИ (БЪЛГАРСКИ ТРАФИК, ПОНЕДЕЛНИК - ПЕТЪК). СЪБОТА И НЕДЕЛЯ СА С 20% ПО-МАЛКО.

СИНХРОНИЗИРАНИ ФОРМАТИ

NEWS.BG

MONEY.BG

TOPSPORT.BG

LIFESTYLE.BG

DEMO

Wallpaper & Half-page

82,000

24,000

62,000

30,000

<http://bit.ly/wallpaper-half-page>

Wallpaper & Rectangle

82,000

24,000

62,000

30,000

<https://bit.ly/wallpaper-rectangle>

Wallpaper & Megaboard

82,000

24,000

62,000

30,000

<https://bit.ly/wallpaper-megaboard>

Wallpaper & Footer Banner

17,000

10,000

13,000

10,000

<http://bit.ly/wallpaper-footer>

Wallpaper & Expandable Rectangle

17,000

10,000

13,000

10,000

<http://bit.ly/wallpaper-expandable-rectangle>

Wallpaper & Billboard

17,000

10,000

13,000

10,000

<http://bit.ly/wallpaper-billboard>

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