

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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