

	Banner		Guaranteed daily impressions	Cost per 1000 impressions
1	Leaderboard 728 x 90 px up to 25 KB	Home page	30 000	14 BGN
		Inner pages	75 000	12 BGN
		evropa.dnevnik.bg	10 000	12 BGN
		pazari.dnevnik.bg	5 000	12 BGN
		All pages	105 000	13 BGN
2	Medium Rectangle 300 x 250 px up to 30 KB	Home page	30 000	14 BGN
		Inner pages	75 000	12 BGN
		evropa.dnevnik.bg	10 000	12 BGN
		pazari.dnevnik.bg	5 000	12 BGN
		All pages	105 000	13 BGN
2a	TVC flash banner 300 x 250 px up to 3 MB	Home page	30 000	18 BGN
		Inner pages	75 000	16 BGN
		evropa.dnevnik.bg	10 000	16 BGN
		pazari.dnevnik.bg	5 000	16 BGN
		All pages	105 000	17 BGN
3	Full Banner 468 x 60 px up to 15 KB	Home page	30 000	8 BGN
		Inner pages	75 000	6 BGN
		evropa.dnevnik.bg	10 000	6 BGN
		pazari.dnevnik.bg	5 000	6 BGN
		All pages	105 000	7 BGN
4	Banner 1000 x 150 px up to 200 KB	Unique visitor	23 000	30 BGN
5	Текстов линк up to 60 symbols	Home page	30 000	3 BGN
		Inner pages	75 000	2 BGN
		evropa.dnevnik.bg	10 000	2 BGN
		pazari.dnevnik.bg	5 000	2 BGN
		All pages	105 000	2,5 BGN

All advertising units are in line with the guidelines of the the Interactive Advertising Bureau.

Impressions are guaranteed on workdays.

Impressions on weekends are 50% of the total impressions on workdays.

Prices do not include VAT.

The price of all rich media units is a subject of an agreement between the publisher and the advertiser depending on their complexity.

All rich media units are published on any Economedia website after a verification from a technical expert.

Discounts

Volume dicounts

5001 - 8000 BGN	5%	Discounts are calculated based on the advertising volume accumulated by ads in dnevnik.bg
8001 -12 000 BGN	7%	
12 001 -16 000 BGN	9%	
16 001 -20 000 BGN	11%	
20 001 -40 000 BGN	14%	
40 001 -60 000 BGN	16%	
60 001 -80 000 BGN	18%	
80 001 -100 000 BGN	20%	
Over 100 001 BGN	22%	

Discounts for advertising in more than one Economedia websites

Advertisers get discounts for publishing their ads in more than one Economedia website	two websites	2%
	three websites	3%
	four websites	4%
	more than four websites	6%

Target advertising

Target type		Addition
Fixed week days	Advertisers can choose 3 or less contiguous week days	25% above the CPM for the chosen position
Fixed hours	Banners run in fixed hours - minimum 6 contiguous hours	40% above the CPM for the chosen position
Country/Territory Targeting	Banners run for bulgarian or foreign IP addresses	40% above the CPM for the chosen position
Country/Territory Targeting	Banners run for fixed foreign IP addresses"	50% above the CPM for the chosen position

Contextual advertising

Ad unit	Cost per click
Text link in articles	0,25 BGN

Contextual advertising is a keyword targeted advertising. The advertiser chooses up to 60 keywords to trigger his ads. The ad run in a square in the article when a user of the website types a query that is relevant to the chosen keywords.

Paid publications

1 publication for 24 hours - **110 BGN**

Requirements

Paid articles have a subtitle "Paid publication".

The name of the company publisher is indicated as "author" at the bottom of the paid article.

Paid articles include up to 2 pictures and 3 hyperlinks.

Advertising unit/banner production

Ad unit	Execution time	Cost
GIF, JPEG banner ad	2 business days	50 BGN
FLASH banner	5 business days	From 150 BGN
Banner adjustment	2 business days	50 BGN

Required elements

Company logo, colours, text, fonts and images.

Technical requirements

- Ad units - banners and buttons can be animated or static files in GIF, JPEG or Flash formats.
- Ad banners created with Macromedia Flash have to be in SWF format for Flash Player 7, 8 or 9
- All flash banners should be sent by the advertiser with the .FLA files and fonts.
- Hyperlink to the advertiser's webpage must be hardcoded into the banner and set up to open in a new window/tab.
- Ad banners are published on EconoMedia website after a verification from a technical expert.
- EconoMedia websites do not publish ad units with automatic sound emission.

Technical requirements for video banners

- **A video banner consists of:**
 - .swf file up to 30KB
 - .fla file and fonts
 - .flv file up to 3 MB - the video file of the banner
- Buttons play, pause, stop and mute are a must.
- Sound emission of the banner runs on customer initiative.
- The .SWF file is delivered by the Ad system of EconoMedia.
 - the URL address of the .flv videofile is hardcoded in it
 - a hyperlink counting banner clicks is hardcoded in it
- .flv files can be delivered either by a server of the advertiser or by a server of EconoMedia.

Campaign statistics

- The advertiser receives user name and password to access the online statistics of his campaign showing the impressions and clicks of his banners.
- The advertiser receives Campaign summary certificate that shows the impressions and clicks of his campaign via email within 5 business days after the end of the campaign.
- The advertiser can request a printed Campaign summary certificate.
- Campaign analysis can be provided at an extra cost.

Payment

1. Payments must be completed not later than one business day before the start of the campaign.
2. If the advertiser fails to meet the payment deadlines, EconoMedia reserves the right to postpone the advertising campaign or in an agreement with the advertiser to add an additional 0.5% of the remaining cost for every day of the delay.
3. The advertiser receives an invoice not later than 3 (three) business days after the payment is received.

Bank: United Bulgarian Bank LTD
Address: Sofia 1040, 5 "Sveta Sofia" str.
BIC: UBBSBGSF
IBAN: BG07UBBS80021046216718

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