

Rate Card 2019



Base gross price per view	BGN 0.05 excl. VAT	Video up to 8"
Notes	Min budget - 1 000 BGN w/o VAT for 4 weeks period	Up to 2 videos in rotation

Promo price for May - Jun 2019	BGN 0.04 excl. VAT	No requirements for minimum investment for the period
--------------------------------	--------------------	---

Segmentation options	Indexes ¹	Notes
Gender	15%	
Age	15%	Minimum 10 years age diapason
Relationship status	10%	
Location	10%	
Time Zones	20%	Minimum 2x60 minutes slots per day
Position	10%	Unlock screen, Incoming call, Outgoing call
Interests 1	10%	Minimum 3 segments selected ²
or Interests 2	20%	Minimum 1 segment selected ²
Longer Video	20%	Up to 30" (skippable) ³
Click ⁵	70%	Applicable only in case the ad is clicked ^{3,4}

¹ Indexes are applied on the Gross budget and are to be summed. Deviations from the above stated segmentation options are applicable with additional indexing subject to negotiations

² At least one of the segments shall be declared by the customer. A list of the segmented interests will be published additionally.

³ Positioned only at Unlock screen

⁴ This index is summed with the rest of the chosen segments but is applied only if the ad is clickable and a click was made; otherwise the price per view is indexed only with the rest of the selected options (without the Click index).

⁵ Available as of Sep 2019

Annual Net Volume Discount

Above BGN Net excl. VAT	Discount
10 000	6%
20 000	8%
40 000	10%
70 000	12%
110 000	15%
160 000	18%
220 000	21%
290 000	24%

Valid as of the month of guaranteeing the respective annual net volume

Technical Requirements
Resolution: 1280 x 720
File format: mp4
File size: under 5MB, recommended around 2MB
Sound: without

Segments



Gender
Male
Female

Relationship
Single
In relationship

Age
< 12
12-17
18-24
25-34
35-44
45-54
55-64
65-74
> 75

Interests
Travel and Leisure
Food and Drink
Fashion
Health and Well-being
Cars and Motors
Tech and Gadgets
Art and Culture
Sport and Fitness
Home and Garden
Pets
Children and Toys
Finance and Insurance
Apps and Games

Location	
Blagoevgrad	Pleven
Bourgas	Plovdiv
Varna	Razgrad
Veliko Tarnovo	Ruse
Vidin	Silistra
Vratsa	Sliven
Gabrovo	Smolyan
Dobrich	Sofia
Kardzhali	Stara Zagora
Kyustendil	Targovishte
Lovech	Haskovo
Montana	Shumen
Pazardzhik	Yambol
Pernik	