

WEB RATE CARD 2020

Media	Size	Description	Inventory	Page views per day *	Price per 1000 page views (without VAT)
BGfootball.com	300x250	All pages	Premium CPM	145 000	€ 10,00
	300x600	All pages	Premium CPM	145 000	€ 15,00
	580x400	All pages	Premium CPM	145 000	€ 12,00
	234x60	All pages	Premium CPM	145 000	€ 7,00
	750x200 Horizontal megaboard	All pages	Premium CPM	145 000	€ 15,00
	728x90 Leader board	All pages	Premium CPM	145 000	€ 6,00
	970x90 Footer board	All pages	Premium CPM	145 000	€ 10,00
	Wallpaper	All pages	Premium CPM	145 000	€ 20,00
	Wallpaper + 300x250	All pages	Premium CPM	145 000	€ 25,00
	Wallpaper + Horizontal megaboard	All pages	Premium CPM	145 000	€ 28,00
	Wallpaper + 300x600	All pages	Premium CPM	145 000	€ 28,00
	3D Box	All pages	Premium CPM	145 000	€ 12,00
	3D Cube 300x600	All pages	Premium CPM	145 000	€ 17,00
	Sticky Scroll Banner	All pages	Premium CPM	145 000	€ 17,00
	In Article Video	All pages	Premium CPM	Unique	€ 20,00
PR publication	The publication will be rotated across all sports websites				€ 400

EXTRAS

Second brand:	50%
Expandable banners:	20%
Broadcasting banners, TVC:	10%
Planning unique:	20%
Geo-targeting	20%
For targeted pages or homepage	20%

TERMS

Request:	2 week days before the beginning
Advertising forms:	1 week day before the beginning
Custom adv. campaigns:	3 week days before the beginning
Change of adv. types:	1 week day before the beginning
Payment:	1 week day before the beginning

DISCOUNTS

Total value discounts:	
300 – 600	5%
601 – 1600	10%
1601 – 2600	15%
2601 – 5500	20%
5501 – 12 000	25%
Over 12 000	negotiable
Discounts for advertising agencies	15%
Payment in advance	7%

*** Guaranteed impressions on weekends are 50% of the above**