FREE MEDIA GROUP

WEB RATE CARD 2026

Media	Size	Description	Inventory	Page views per day *	Price per 1000 page views (without VAT)
BGathletic.com	300x250	All pages	Premium CPM	3 000	€ 10,00
	300x600	All pages	Premium CPM	3 000	€ 15,00
	580x400	All pages	Premium CPM	3 000	€ 12,00
	234x60	All pages	Premium CPM	3 000	€ 7,00
	750x200 Horizontal megaboadrd	All pages	Premium CPM	3 000	€ 15,00
	728x90 Leader board	All pages	Premium CPM	3 000	€ 10,00
	970x90 Footer board	All pages	Premium CPM	3 000	€ 10,00
	Wallpaper	All pages	Premium CPM	3 000	€ 20,00
	Wallpaper + 300x250	All pages	Premium CPM	3 000	€ 25,00
	Wallpaper + Horizontal megaboadrd	All pages	Premium CPM	3 000	€ 28,00
	Wallpaper + 300x600	All pages	Premium CPM	3 000	€ 30,00
	3D Box	All pages	Premium CPM	3 000	€ 12,00
	3D Cube 300x600	All pages	Premium CPM	3 000	€ 17,00
	Sticky Scroll Banner	All pages	Premium CPM	3 000	€ 17,00
	In Article Video	All pages	Premium CPM	Unique	€ 20,00
	PR publication	The publication will be rotated across all sports websites			€ 250

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:
250 – 500€ 5%
501 – 1500€ 10%
1501 – 2500€ 15%
2501 – 5000€ 20%
5001 – 10 000€ 25%
Over 10 000€ ..... negotiable
Discounts for advertising agencies 15%
Payment in advance 7%

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

FREE MEDIA GROUP

WEB RATE CARD 2026

Media	Size	Description	Inventory	Page views per day *	Price per 1000 page views (without VAT)
BGbasket.com	300x250	All pages	Premium CPM	20 000	€ 10,00
	300x600	All pages	Premium CPM	20 000	€ 15,00
	580x400	All pages	Premium CPM	20 000	€ 12,00
	234x60	All pages	Premium CPM	20 000	€ 7,00
	750x200 Horizontal megaboadrd	All pages	Premium CPM	20 000	€ 15,00
	728x90 Leader board	All pages	Premium CPM	20 000	€ 10,00
	970x90 Footer board	All pages	Premium CPM	20 000	€ 10,00
	Wallpaper	All pages	Premium CPM	20 000	€ 20,00
	Wallpaper + 300x250	All pages	Premium CPM	20 000	€ 25,00
	Wallpaper + Horizontal megaboadrd	All pages	Premium CPM	20 000	€ 28,00
	Wallpaper + 300x600	All pages	Premium CPM	20 000	€ 30,00
	3D Box	All pages	Premium CPM	20 000	€ 12,00
	3D Cube 300x600	All pages	Premium CPM	20 000	€ 17,00
	Sticky Scroll Banner	All pages	Premium CPM	20 000	€ 17,00
	In Article Video	All pages	Premium CPM	Unique	€ 20,00
	PR publication	The publication will be rotated across all sports websites			€ 250

EXTRAS

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Geo-targeting 20%
For targeted pages or homepage 20%

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5001 – 10 000€ 25%
Over 10 000€ ..... negotiable
Discounts for advertising agencies 15%
Payment in advance 7%

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FREE MEDIA GROUP

WEB RATE CARD 2022

Media	Size	Description	Inventory	Page views per day *	Price per 1000 page views (without VAT)
BGvolleyball.com	300x250	All pages	Premium CPM	20 000	€ 10,00
	300x600	All pages	Premium CPM	20 000	€ 15,00
	580x400	All pages	Premium CPM	20 000	€ 12,00
	234x60	All pages	Premium CPM	20 000	€ 7,00
	750x200 Horizontal megaboadrd	All pages	Premium CPM	20 000	€ 15,00
	728x90 Leader board	All pages	Premium CPM	20 000	€ 10,00
	970x90 Footer board	All pages	Premium CPM	20 000	€ 10,00
	Wallpaper	All pages	Premium CPM	20 000	€ 20,00
	Wallpaper + 300x250	All pages	Premium CPM	20 000	€ 25,00
	Wallpaper + Horizontal megaboadrd	All pages	Premium CPM	20 000	€ 28,00
	Wallpaper + 300x600	All pages	Premium CPM	20 000	€ 30,00
	3D Box	All pages	Premium CPM	20 000	€ 12,00
	3D Cube 300x600	All pages	Premium CPM	20 000	€ 17,00
	Sticky Scroll Banner	All pages	Premium CPM	20 000	€ 17,00
	In Article Video	All pages	Premium CPM	Unique	€ 20,00
	PR publication	The publication will be rotated across all sports websites			€ 250

EXTRAS

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For targeted pages or homepage 20%

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FREE MEDIA GROUP

WEB RATE CARD 2026

Media	Size	Description	Inventory	Page views per day *	Price per 1000 page views (without VAT)
BGfootball.com	300x250	All pages	Premium CPM	5 000	€ 10,00
	300x600	All pages	Premium CPM	5 000	€ 15,00
	580x400	All pages	Premium CPM	5 000	€ 12,00
	234x60	All pages	Premium CPM	5 000	€ 7,00
	750x200 Horizontal megaboadrd	All pages	Premium CPM	5 000	€ 15,00
	728x90 Leader board	All pages	Premium CPM	5 000	€ 10,00
	970x90 Footer board	All pages	Premium CPM	5 000	€ 10,00
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	Wallpaper + 300x600	All pages	Premium CPM	5 000	€ 30,00
	3D Box	All pages	Premium CPM	5 000	€ 12,00
	3D Cube 300x600	All pages	Premium CPM	5 000	€ 17,00
	Sticky Scroll Banner	All pages	Premium CPM	5 000	€ 17,00
	In Article Video	All pages	Premium CPM	Unique	€ 20,00
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Media	Size	Description	Inventory	Page views per day *	Price per 1000 page views (without VAT)
Tennis24.bg	300x250	All pages	Premium CPM	10 000	€ 10,00
	300x600	All pages	Premium CPM	10 000	€ 15,00
	580x400	All pages	Premium CPM	10 000	€ 12,00
	234x60	All pages	Premium CPM	10 000	€ 7,00
	750x200 Horizontal megaboadrd	All pages	Premium CPM	10 000	€ 15,00
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	3D Cube 300x600	All pages	Premium CPM	10 000	€ 17,00
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Viasport.bg	300x250	All pages	Premium CPM	5 000	€ 10,00
	300x600	All pages	Premium CPM	5 000	€ 15,00
	580x400	All pages	Premium CPM	5 000	€ 12,00
	234x60	All pages	Premium CPM	5 000	€ 7,00
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