



Рекламни позиции и цени 11/2012-11/2013

www.mtel.bg

Рекламни позиции и цени на **www.mtel.bg**

1. Medium Rectangle
2. Rectangle
3. Half page ad
4. Background image
5. Text message

1. Medium Rectangle (300x250–50kb)

The screenshot shows the Mtel website's login page. At the top, there is a navigation bar with the Mtel logo, language options (Bulgarian, English), and links for login and registration. Below this is a secondary navigation bar with links for account management and a search bar. The main content area is divided into several sections: a large login form on the left, a central advertisement for a consumer credit product (highlighted with a red circle and the number 1), and a right-hand sidebar with account management options. Below the login form are three columns of service links: 'Сметки и фактури', 'Управление на услуги', and 'Справки'. At the bottom, there are sections for 'Моят профил' and 'Инструменти'.

| Banner | Size in pixels | Position | Impressions | UV | CPM | Targeting |
|-----------------|----------------|--------------------------------|-------------|--------|-----|-----------------------|
| 1. M. Rectangle | 300x250 | mtel.bg/my mtel login page | 500 000 | 70 000 | 4 | Location |
| 1. M. Rectangle | 300x250 | mtel.bg/sms center after login | 300 000 | 35 000 | 6 | Location, Gender, Age |



2. Rectangle (180x150– 40kb)

The screenshot shows the Mtel website interface. At the top, there is a navigation bar with links for 'За Мтел', 'Вход / Регистрация', and 'English'. Below this is a secondary navigation bar with 'Помощ', 'Моят Мтел', and 'Повече...'. The main content area is divided into several sections: a login form for 'Моят Мтел' with fields for 'Потребител' and 'Парола', a 'ВХОД' button, and links for 'Регистрирай се!', 'Забравена парола?', and 'Отписване от бюлетин'. To the right of the login form is an advertisement for 'Райфайзон БАНК' offering a 'ПОТРЕБИТЕЛСКИ КРЕДИТ' (Consumer Credit) with features like 'сума до 7 000 лв.', 'без поръчител', and 'без превод на работна заплата в банката'. Below the login form are three columns of service links: 'Сметки и фактури', 'Управление на услуги', and 'Справки'. At the bottom of the main content area are 'Моят профил' and 'Инструменти' sections. On the right side, there is a sidebar with 'Моят Мтел' profile options, 'Моят профил', 'Справки', 'Фактури', 'SMS център', 'Клубни точки', and 'История на моите заявки'. A 'rectangle' banner is also visible in the sidebar area, with a '2' in a circle next to it. The footer of the website contains links for 'Корзина', 'Фактура', 'Текуща сметка', 'SMS Център', and 'Клубни точки'.

| Banner | Size in pixels | Position | Impressions | UV | CPM | Targeting |
|--------------|----------------|--------------------------------|-------------|--------|-----|-----------------------|
| 2. Rectangle | 180x150 | mtel.bg/my mtel login page | 500 000 | 70 000 | 2 | Location |
| 2. Rectangle | 180x150 | mtel.bg/sms center after login | 300 000 | 35 000 | 4 | Location, Gender, Age |



3. Half page ad (300x600– 70kb)

The screenshot shows the tel SMS center interface. At the top, there's a navigation bar with links like 'Помощ', 'Моят Мтел', and 'Повече...'. Below that, there's a search bar and a 'Google търсене' button. The main content area features a Fanta advertisement with the text 'Ела и се забавлявай с играта на Fanta във Facebook и може да спечелиш стек Fanta'. The ad itself is a vertical yellow rectangle with the Fanta logo and the text 'half page ad 300x600px - 70kb'. The website also displays a 'SMS център' section with options for sending and receiving messages, and a sidebar with user profile details and product recommendations.

| Banner | Size in pixels | Position | Impressions | UV | CPM | Targeting |
|-----------------|----------------|--------------------------------|-------------|--------|-----|-----------------------|
| 3. Half page ad | 300x600 | mtel.bg/sms center after login | 300 000 | 35 000 | 8 | Location, Gender, Age |



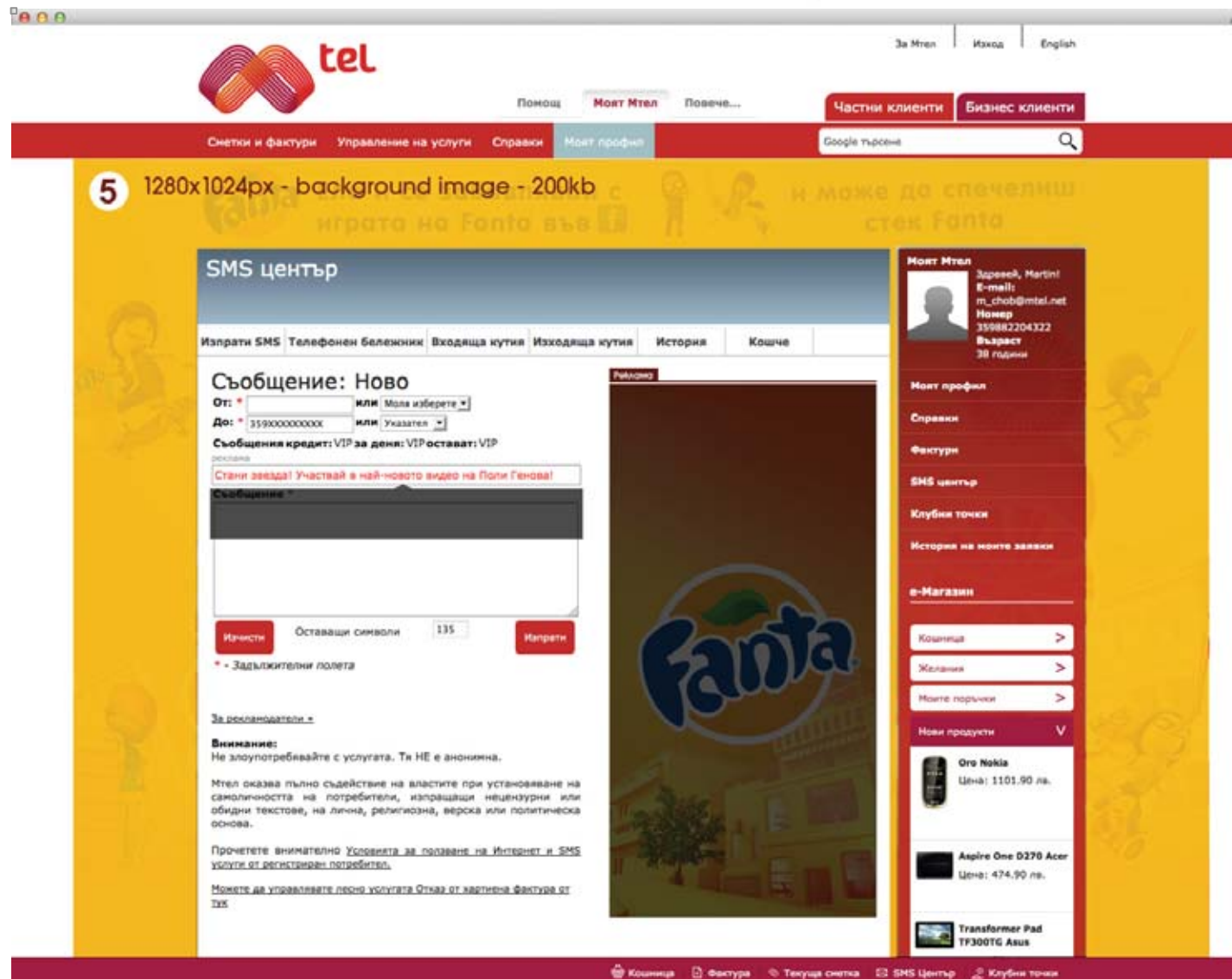
4. Standart text link(120 symbols)

The screenshot shows the tel SMS center interface. At the top, there's a navigation bar with the tel logo and links for 'Помощ', 'Моят Мтел', and 'Повече...'. Below that, there are buttons for 'Частни клиенти' and 'Бизнес клиенти', and a search bar. The main content area is titled 'SMS център' and features a 'Съобщение: Ново' section. A yellow box highlights the text '4 standart text link - 120 symbols' in the message body. The interface also includes a sidebar with user profile information and a list of products for sale.

| Banner | Size in pixels | Position | Impressions | UV | CPM | Targeting |
|-----------------|----------------|------------|-------------|--------|-----|-----------------------|
| 4. Text message | 120 symbols | sms center | 300 000 | 35 000 | 2 | Location, Gender, Age |



5. Background image - (1280x1024 – 200kb)



| Banner | Size in pixels | Position | Impressions | UV | CPM | Targeting |
|--------------------|----------------|-----------------|-------------|---------|-----|-----------------------|
| 5.Background image | 1280x1024 | mtel.bg/my mtel | 500 000 | 130 000 | 10 | Location, Gender, Age |

