

Rate card NovaTV

Valid from 01.01.2013



	Advertising formats	CPM
Video	TVC Banner 10	15
	TVC Banner 15	20
	TVC Banner 20	25
	TVC Banner 30	35
Standard	Banner 300x250	14
	Banner 728x90	14
	Half Page Banner (300x600)	18
Rich Media	Floating Banner	22
	Sync banner (728x90/300x250)	22
	Page Peel	22
	Expandable Banner	20
	Transition Banner	30
	Megaboard 980x250	25
Branding	Wallpaper	30
	Branding	33

Website statistics	Monthly	Daily
Impressions	6 300 000	205 000
Unique visitors	340 000	50 000
Homepage impressions	1 600 000	52 000
Inner page impressions	4 700 000	153 000

Target group - men/women

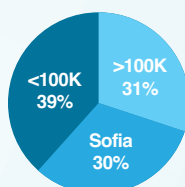


46%

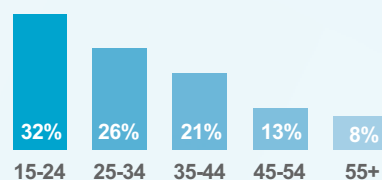


54%

Location



Target group - age



Rate card NovaPlay

Valid from 01.01.2013



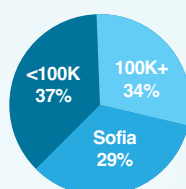
	Advertising formats	CPM	Average daily impressions
Video	10 sec pre-roll	20	150 000
	15 sec pre-roll	25	150 000
	20 sec pre-roll	30	150 000
	30 sec pre-roll	40	150 000
Standard Branding	Banner 222x167	15	25 000
	Branding	30	80 000
Rich Media	Player bug/overlay (5 sec)	15	150 000
	Player bug/overlay (10 sec)	20	150 000

Website statistics	Monthly	Daily
Impressions	5 000 000	170 000
Video impressions	4 500 000	150 000
Total inventory	9 000 000	300 000
Unique visitors	270 000	35 000

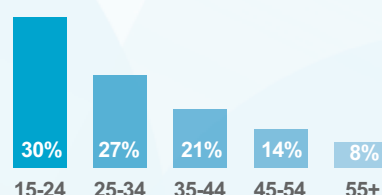
Target group - men/women



Location



Target group - age



Rate card NovaNews

Valid from 01.01.2013



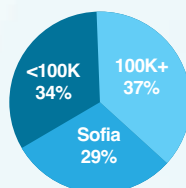
	Advertising formats	CPM	Average daily impressions
Video	10 sec pre-roll	24	17 000
	15 sec pre-roll	30	17 000
	20 sec pre-roll	36	17 000
	30 sec pre-roll	52	17 000
	TVC Banner 10	18	30 000
	TVC Banner 15	24	30 000
	TVC Banner 20	30	30 000
	TVC Banner 30	42	30 000
Standard	Banner 300x250	17	30 000
	Banner 728x90	17	30 000
	Half Page Banner (300x600)	22	30 000
Rich Media	Floating Banner	26	30 000
	Sync banner (728x90/300x250)	26	30 000
	Page Peel	26	30 000
	Expandable Banner	24	30 000
	Transition Banner	36	30 000
Branding	Wallpaper	36	30 000
	Branding	40	30 000

Website statistics	Monthly	Daily
Impressions	1 000 000	30 000
Unique visitors	130 000	9 000
Homepage impressions	120 000	4 000
Inner page impressions	880 000	26 000

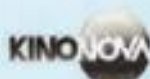
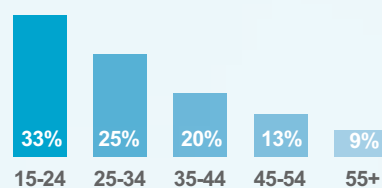
Target group - men/women



Location



Target group - age



Rate card NovaSport

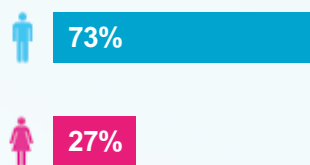
Valid from 01.01.2013



	Advertising formats	CPM
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	TVC Banner 15	20
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	Banner 728x90	14
	Half Page Banner (300x600)	18
Rich Media	Floating Banner	22
	Sync banner (728x90/300x250)	22
	Page Peel	22
	Expandable Banner	20
	Transition Banner	30
Branding	Wallpaper	30
	Branding	33

Website statistics	Monthly	Daily
Impressions	900 000	30 000
Unique visitors	30 000	6 000
Homepage impressions	250 000	8 000
Inner page impressions	650 000	22 000

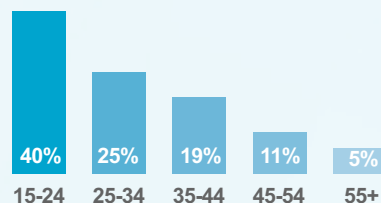
Target group - men/women



Location



Target group - age



Утежнения при допълнително таргетиране

Валидно от 01.03.2013



ОПИСАНИЕ	НАДБАВКА
ГЕО таргетиране	20%
Таргетиране по секции, предавания	20%
Почасово таргетиране	20%
Таргетиране на уникален посетител	20%
Таргетиране на 1-ва позиция 300x250	20%
Таргетиране по операционна система	30%
Политическа реклама	30%
Съпътстваща реклама	30%

Важат за всички сайтове от портфолиото на Нова Броудкастинг Груп.

