

STANDARD PLACEMENTS:

Circulation: 4000 copies
 Printing day: Friday
 Page numbers: 24, color

1/1 page

Width 25.0 cm Height 37 cm

Price (BGN)	
b/w	colour
1700	2500

A4 mini

Width 16.5 cm Height 22.4 cm

Price (BGN)	
b/w	colour
-	1750

basic black & white ad 11.50 BGN/column cm
 colour (min. ad size of ¼ page) .. + 33%
 text box minimum size 1/16

columns	1	2	3	4	5	6
Width (cm)	3.8	8.0	12.3	16.5	20.7	25

The ad height should be a round number in cm. All ad copies need approval by the advertising department.

Folio

Width 52.4 cm Height 37 cm

Price (BGN)	
b/w	colour
2400	3600

Folio 2x1/3

Width 52.4 cm Height 12.5 cm

Price (BGN)	
b/w	colour
1000	1600

module on page 1

Width 3.8 cm Height 6.3 cm

Price (BGN)	
b/w	colour
-	800

module on page 1

Width 8.0 cm Height 6.4 cm

Price (BGN)	
b/w	colour
-	600

circle

Width 10.0 cm Height 10.0 cm

Price (BGN)	
b/w	colour
-	400

triangle 1

Width 25.0 cm Height 12.0 cm

Price (BGN)	
b/w	colour
-	1170

triangle 2

Width 12.3 cm Height 12.0 cm

Price (BGN)	
b/w	colour
-	650

flyer

Width 8.0 cm Height 9.5 cm

Price (BGN)	
b/w	colour
-	700

Branding

Width 25.0 cm Height 3.0 cm

Price (BGN)	
b/w	colour
-	650

Branding

Width 25.0 cm Height 3.0 cm

Price (BGN)	
b/w	colour
-	650

NOTE

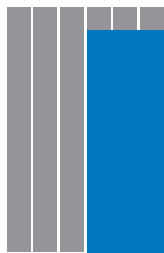
The position shown in the rate card is for illustration purposes only. The actual position of the advertising formats depends on the page layout or on the specific requirements by the advertiser in the written order. Advertorial texts are printed in a font different to those used for standard editorial content, and are published with a frame surrounding them and the word „Advertorial“ in the upper right-hand corner. Advertorials are priced according to the advertising rate card.



1/2 page
option 2.1

Width 25.0 cm Height 18 cm

Price (BGN)	
b/w	colour
1000	1600



1/2 page
option 2.2

Width 12.3 cm Height 34.7 cm

Price (BGN)	
b/w	colour
1000	1600

ADD-ONS*

Fixed page (min. size 1/8 page) 20%
Last page 50%

Express order

Thuesdays after 12.00 pm 50%
Wednesdays 100%

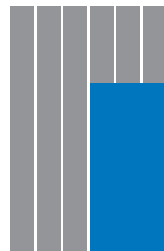
* If technically feasible.



1/3 page
option 3.1

Width 25.0 cm Height 12.5 cm

Price (BGN)	
b/w	colour
730	1100



1/3 page
option 3.2

Width 12.3 cm Height 25.4 cm

Price (BGN)	
b/w	colour
730	1100



1/3 page
option 3.3

Width 8 cm Height 34.7 cm

Price (BGN)	
b/w	colour
730	1100



1/4 page
option 4.1

Width 25.0 cm Height 8.8 cm

Price (BGN)	
b/w	colour
470	850



1/4 page
option 4.2

Width 16.5 cm Height 13.4 cm

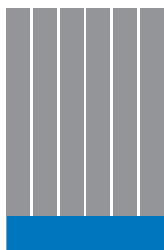
Price (BGN)	
b/w	colour
470	850



1/4 page
option 4.3

Width 12.3 cm Height 18 cm

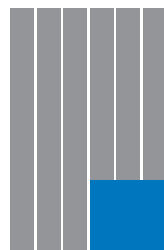
Price (BGN)	
b/w	colour
470	850



1/6 page
option 6.1

Width 25.0 cm Height 6.0 cm

Price (BGN)	
b/w	colour
315	600



1/6 page
option 6.2

Width 12.3 cm Height 12.5 cm

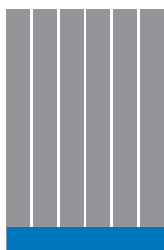
Price (BGN)	
b/w	colour
315	600



1/6 page
option 6.3

Width 3.8 cm Height 34.7 cm

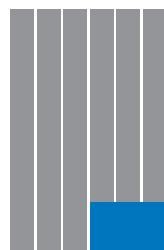
Price (BGN)	
b/w	colour
315	600



1/8 page
option 8.1

Width 25.0 cm Height 4.3 cm

Price (BGN)	
b/w	colour
300	475



1/8 page
option 8.2

Width 12.3 cm Height 8.8 cm

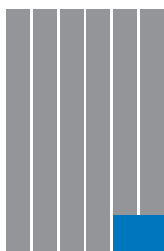
Price (BGN)	
b/w	colour
300	475



1/8 page
option 8.3

Width 8 cm Height 13.4 cm

Price (BGN)	
b/w	colour
300	475



1/16 page

Width 8.0 cm Height 6.6 cm

Price (BGN)	
b/w	colour
170	250

CLASSIFIEDS*

Single module, b/w (3.8x4.7 cm) 35 BGN.
Double module, b/w (8.0x4.7 cm) 55 BGN.
Color +30%

Classifieds Frequency Discounts

6 placements 4%
12 placements 8%
18 placements 12%
24 placements 16%
52+ placements 20%

LISTINGS

Standart size, color (8x3.5 cm) 70 BGN.
Double size, color (8 x 7 cm) 120 BGN.
Standart size, color + 1 week online 90 BGN.
Double size, color + 1 week online 140 BGN.

INSERTS*

Whole circulation 0.16 BGN per unit

* The insert should not display third party ads and should not weigh more than 20 g/insert. Orders are accepted up to 15 days prior to the date of distribution.

VOLUME DISCOUNTS

from 1500 to 3000 BGN	8,0%
from 3001 to 6000 BGN	12,0%
from 6001 to 12 000 BGN	13,0%
from 12 001 to 18 000 BGN	14,0%
from 18 001 to 24 000 BGN	15,0%
from 24 001 to 30 000 BGN	16,0%
from 30 001 to 45 000 BGN	18,0%
from 45 001 to 60 000 BGN	20,0%
from 60 001 to 75 000 BGN	21,0%
from 75 001 to 90 000 BGN	22,0%
from 90 001 to 150 000 BGN	23,0%
Above 150 000 BGN	24,0%

* Volume discounts are calculated on a volume-per-advertiser basis throughout the year

Advertising Agencies discount 15%

DEADLINE

All ad requests due printing in the current issue should be submitted to The Sofia Echo advertising office by Monday, 12.00 am by e-mail to advertising@sofiaecho.com. All ready ad files due printing in the current issue should be submitted by Wednesday, 12:00 am.

AD CREATION FEE

Addition surcharge of 10% is payable for ad designs created by The Sofia Echo according to specific requirements given by the advertiser.

TECHNICAL REQUIREMENTS

Ready ad copies should be submitted in vector format - EPS, CDR (x3 or lower), PDF or raster - TIFF, JPEG (300 dpi resolution).

Graphics should be in CMYK colour model.

Texts in raster graphics should be outlined. In vector graphics such as EPS u CDR, texts should be converted to curves. In a print-ready PDF all fonts should be embedded correctly. Any use of system fonts should be avoided. Ad images should not contain layers or channels. All effects used (gradients, meshes, transparency, drop shadows, etc.) should be rasterized in order to retain layout when printing.

All text intended to print solid black should be set at a 100% black. No white text over textured background should be sized under 12 pt.

Line width should be not less than 0.5 pt.

No overprint is needed on filling and contours. On exposure the overprint is automatically set to black (C:0, M:0, Y:0, K: 100) vector objects.

All colour ad copies should be submitted along with a colour printout. When creating ad designs, please take into consideration the following newspaper printing specifics: colour hue variation may be up to 10%; 1 mm in displacement of the separate colour layers may occur during printing.

Economedia does not take any responsibility for printing quality issues due to a failure to meet any of the requirements above.

BANNER ADVERTISEMENT

Banner position	Price per 1000 impressions (BGN)
Leaderboard 728 x 90 px	9.00
Medium Rectangle 300 x 250 px	7.00
Skyscraper 120x600 px	7.00
Button 1 120x90 px	5.00
Half page ad 300 x 60 px	5.00

Monthly impressions guaranteed 280 000

For more information please visit: <http://sofiaecho.com/>

Newsletter

Newsletter Subscribers	Newsletter Banner sizes	Monthly Prices (BNG)
12 000	Banner 1 468x60	800,00
	Banner 2 120x60	400,00
	Banner 3 300x600	500,00
	Banner 4 120x90	400,00
	Banner 5 300x60	350,00
	Banner 6 300x60	300,00
	Text link up to 60 characters	100,00

CROSS-CHANNEL DISCOUNT

Cross-channel discount*	Cross-channel publications	Basic combination of two channels under a single brand (e.g. on 'The Sofia Echo' and sofiaecho.com at a 5:1 ratio)**
On combining 2 Economedia channels	3%	5%
On combining 3 Economedia channels	5%	7%
On combining 4 Economedia channels	7%	9%
On combining 5 and more Economedia channels	9%	11%

* Over a 4 week period and a minimum of 15% per-channel of the gross total spent.
 ** The spent quota on each subsequent channel should be no less than 15% from the gross total.

Banner creationupon request

TECHNICAL REQUIREMENTS

Technical requirements: ad banners and buttons should be static or animated in GIF, JPEG or FLASH (Flash player 7, 8 & 9 compatible) file formats. FLASH banners should be submitted along with working .FLA files and all fonts used. Banners should have an embedded link, opening a new window on click. Banner ads are displayed only after a pre-approval by Economedia.

NOTE

All prices are in Bulgarian levs, VAT not included. On further inquiries about publication, banner creation or any other questions please contact us on adsales@economedia.bg or fill in the standardized brief form at <http://economedia.bg/brief/>.