

WEB ADVERTISING RATES

DarikNews.bg : Darik's news website – reliable coverage of news from Bulgaria and the world

Position	IMP per day	CPM
728x90, all pages	150 000	BGN 8
300x250 A, all pages	150 000	BGN 10
300x250 B, all pages	150 000	BGN 2
300x80 A, home page and sections	50 000	BGN 8

Gong.bg: Sports site, successor to Radio Gong

Position	IMP per day	CPM
728x90, all pages	250 000	BGN 5
300x250 A, all pages	250 000	BGN 7
300x250 B, inner pages	200 000	BGN 1
300x80 A, home page and sections	100 000	BGN 5

DarikFinance.bg: news and analyses about Bulgaria's financial markets.

позиция	IMP per day	CPM
300x250, all pages	10 000	BGN 25
230x80, bottom of main page*	2 000	BGN 35

Lev.bg: Economic news about the most active sectors. Stock exchange information

Position	IMP per day	CPM
728x90, all pages	10 000	BGN 14
300x250 A, all pages	10 000	BGN 16
300x250 B, all pages	10 000	BGN 8
300x80, home page and sections	4 000	BGN 14

Novinite.com: The first and biggest English-language news provider in Bulgaria. More than 95% of the readership is foreigners

Position	IMP per day	CPM
728x90, all pages	20 000	BGN 14
300x250 A, all pages	20 000	BGN 18
300x250 B, all pages	20 000	BGN 10
300x80, all pages	20 000	BGN 10
300x80 A and B, home page	10 000	BGN 10

IMP is guaranteed on business days. IMP is 50% lower on weekends, except for gong.bg, where IMP is stable.

All clients get access to OpenAds and Google Analytics statistics.

SURPLUS CHARGE

- Fixed page [home page, section, other]: 50%
- Fixed time zone [at least 4 hours gap]: 50%
- Over-the-page banners: 100%
- Extendable banners: 25%
- Broadcasting banners, TVC: 25%
- Adding click-control sound to banner: 0%
- Adding on-mouse-over sound to banner: 25%
- Fixing FRQ MAX 3/1 for day/week: 50%
- Targeting visitors from abroad: 50%

DEADLINES

- Request: 2 business days before start
- Ad forms: 1 business day before start
- Irregular ad forms: 3 business days
- Change of ad forms: 1 business day before start
- Payment: 1 business day before start

ADS OPTIONS

- Banners file size for all positions: up to 40 Kb. File formats - swf, gif, jpg, png, html.
- Flash banners: FLA file with the fonts used must be submitted together with two SWF files – compressed and non-compressed one, version 8 or lower. The 40 Kb limit must be observed for the compressed SWF.
- For irregular banners (over-the-page, extendable и video) additional specifications are needed.
- Hyper link: title – not more than 50 characters. Description - not more than 80 characters. URL - not more than 50 characters.

DarikNews.bg maintains 17 **regional portals**, separated in two categories according to daily visits:

- Group I Cities: Burgas, Varna, Pleven, Plovdiv, Russe, Stara Zagora, Haskovo
- Group II Cities: Blagoevgrad, Veliko Tarnovo, Vratsa, Gabrovo, Dobrich, Kardzhali, Kyustendil, Sliven, Shumen

ADVERTISING IN DARIKNEWS.BG REGIONAL WEB PORTALS

- **Weekly principle:** Advertising in the regional web portals is offered week for week. The client may buy the whole (100%) or half (50%) of the impressions for the selected position.
- **Discounts:** General conditions, discounts and overrating are applied for the regional pages. Clients using regional advertising only may use the separate volume tables (p. 3).

Position	Group I*				Group II*			
	100%	Price	50%	Price	100%	Price	50%	Price
728x90, all pages	10 000	BGN 140	5 000	BGN 75	4 000	BGN 50	2 000	BGN 30
300x250 A, all pages	10 000	BGN 170	5 000	BGN 95	4 000	BGN 65	2 000	BGN 35
300x80 A, all pages	10 000	BGN 130	5 000	BGN 75	4 000	BGN 50	2 000	BGN 30
300x250 B, all pages	10 000	BGN 100	5 000	BGN 55	4 000	BGN 35	2 000	BGN 20
300x80 B, all pages	10 000	BGN 60	5 000	BGN 35	4 000	BGN 20	2 000	BGN 12
Link 1, 2, 3; 120 characters	10 000	BGN 20	-	-	4 000	BGN 10	-	-

INFORMATION SERVICES AND PR IN DARIKNEWS.BG

Service	National	Group I	Group II
Publication	BGN 120	BGN 30	BGN 15
Added in Leading news, 1 day	BGN 2 000	BGN 500	BGN 250
Added in ACCENT, 1 day	BGN 1 000	BGN 250	BGN 125
Added in IN PICTURES, 1 day	BGN 500	BGN 150	BGN 100
Photo coverage	BGN 200	-	-
Adding Gallery	BGN 100	BGN 50	BGN 50
Adding Sound	BGN 50	BGN 25	BGN 25
Adding Video	BGN 50	BGN 25	BGN 25
Adding Poll	BGN 200	BGN 100	BGN 100

Discount packages for INFORMATION SERVICES

5-9 publications	5%
10-19 publications	10%
20-29 publications	15%
30-39 publications	20%
40-49 publications	25%
More than 50 publications	30%

GENERAL CONDITIONS

The present rates enter into force from June 11, 2007. All changes enter into force on the 20th day since the announcement on the site and are not valid for pre-paid campaigns.

The first order will be the first to be served.

Non-commercial advertising requests (with political or religious content) must be first approved by Darik Web and can be canceled in case their content violates any laws or administrative stipulations.

No advertisements of sexual services will be published or advertisements violating the ethics code or the general conditions of advertising and sponsorship.

Payment is done in advance – 1 business day before the start of the campaign. The campaign will be terminated when it reaches the index.

The request is valid only when, [1] it was submitted to web@darik.net, even if it is contracted through a regional office and [2] when all advertising materials are attached to it. The position is not booked if the advertising material is not submitted.

Advertising requests with special terms on certain normative acts must be submitted together with the respective declarations for received permits in hard copy, on paper. If the condition is not observed, Darik Web reserves the right to reject the request.

Every change in an already launched campaign automatically reduces the index with 5%.

All bookings of advertising space, including barter agreements, expire at the end of the calendar year.

Signing a one-year volume contract, the client (advertiser or advertising agency) receives extras: scheduled payment plan, 2% discount for payment in advance (up to 5 days after the start of the campaign), etc.

DISCOUNTS

All discounts in Darik Web are calculated on gross volume and are cumulative for a calendar year.

The advertiser, an end client or agency gets the respective discount when reaching the respective level in the chart.

All discounts – client and agency – are summed up and are subtracted from the gross volume of the advertising campaign/contract.

The discount may be used in advance when the signed one-year contract guarantees gross volume for the calendar year.

Budgets, realized in all current and future sites are also added to the volume.

General Volume Discounts

BGN 1 500 – BGN 3 000	5%
BGN 3 000 – BGN 10 000	10%
BGN 10 000 – BGN 25 000	15%
BGN 25 000 – BGN 40 000	20%
BGN 40 000 – BGN 60 000	25%
BGN 60 000 – BGN 80 000	30%
BGN 80 000 – BGN 100 000	35%
BGN 100 000 – BGN 150 000	40%
More than BGN 150 000	45%

CONTRACT VOLUME REGIONAL DISCOUNT RATES

Regional advertisers may use the regional volume chart. The chart may be applied only to advertisements in the respective region.

Group I: Burgas, Varna, Pelven, Plovdiv, Russe, Stara Zagora, Haskovo

BGN 500 – BGN 999	15%
BGN 1 000 – BGN 1 999	20%
BGN 2 000 – BGN 2999	25%
BGN 3 000 – BGN 3 999	30%
More than BGN 4 000	35%

Group II: Blagoevgrad, Veliko Tarnovo, Vratsa, Gabrovo, Dobrich, Kardzhali, Kyustendil, Sliven, Shumen

BGN 250 – BGN 499	15%
BGN 500 – BGN 999	20%
BGN 1 000 – BGN 1 499	25%
BGN 1 500 – BGN 1 999	30%
More than BGN 2 000	35%