



The **WALT DISNEY** Company
Central Eastern Europe

TERRITORY: BULGARIA

2021 RATE CARD PRICING FOR DIGITAL SALES

Valid as of 1st of January 2021

FOX & NG sites

Format	CPM (in BGN)
Web Banner 728x90	8
Web Banner 320x50	10
Web Banner 300x250	11
Rich Media	33
Video Pre-roll	22
Sponsorship Logo 120x60	6
Social Media Post	330

24 Kitchen:

Format	PC & Laptop	Tablet	Mobile	CPM in BGN (per 1000)
Half page 300x600	X	x	x	19
Web Banner 728x90	X	x	-	10
Web Banner 300x250	X	x	x	11
Web Banner 320x50	-	-	x	10
Web Banner 970x250	X	x	-	21
Rich Media 970x90	X	-	-	32
Video Pre-roll	X	x	x	32
Sponsor Logo 120x60	X	-	-	5
Sponsor Logo 240x120	-	x	x	11
Carousels and news article	X	x	-	Upon request
Shop section	x			Upon request
Social Media Post				320

All prices are VAT excluded

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