

RATE CARD PRICING

FOR DIGITAL SALES

2024

The *WALT DISNEY* Company Bulgaria

Format	PC & Laptop	Tablet	Mobile	CPM in Euro (price per 1000)
Web Banner 728x90	✓	✓	✗	7
Web Banner 300x250	✓	✓	✓	10
Web Banner 300x50	✗	✗	✓	8
Web Banner 300x600	✓	✓	✓	12
Video Pre-roll 30"	✓	✓	✓	15
Video Pre-roll 15"	✓	✓	✓	12
News article	✓	✓	✓	Upon request
Social Media Post (Facebook)				200
Social Media Post (IG)				250

*All prices are GROSS and VAT excluded

Format	PC & Laptop	Tablet	Mobile	CPM in Euro (price per 1000)
Video Pre-roll 30"	✓	✓	✓	15
Video Pre-roll 15"	✓	✓	✓	12
News article	✓	✓	✓	Upon request
Social Media Post (Facebook)				250
Social Media Post (IG)				300

*All prices are GROSS and VAT excluded

All materials for digital sales shall be provided by the Client and shall be in accordance to TWDC BG technical specifications. The client materials shall be uploaded on the website within **5** working days after they are provided to TWDC BG and TWDC BG has confirmed the materials comply with the technical specifications.

TWDC cannot be held responsible for any mistakes, if the submitting of the advertising schedules and materials is delayed.



CONTACTS

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