

The agricultural internet
portal of Bulgaria



AGRO.BG – THE INFORMATION YOU NEED. FAST. EASY. CONVENIENT.

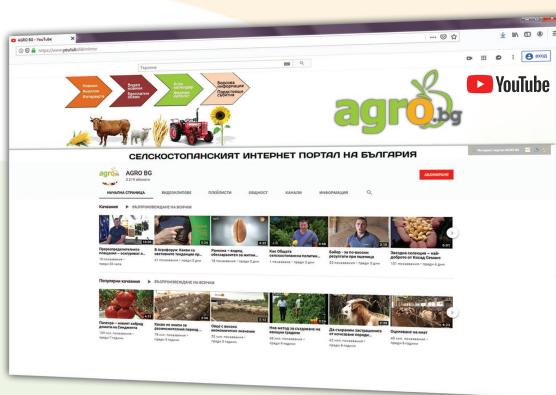
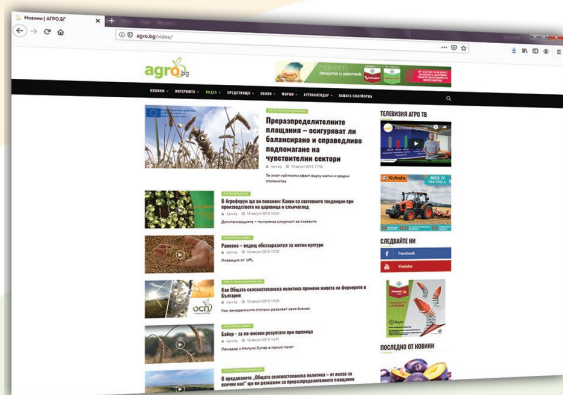
EVERY DAY - OVER 40,000 UNIQUE USERS



agro.bg - the leading agricultural portal of Bulgaria provides continuous and quick access to the latest information on the agriculture, processing industry, legislation, institutions, various industries.

The information in the different sections is updated and enriched, matching the searches of all who are interested in the latest happening in the domain of the agriculture.

VIDEO NEWS, presenting actual events of the day - press conferences, demonstrations, presentations, seminars, exhibitions, new technologies, expert opinions, presentation of various innovative manufacturings and products.



The portal has a **Facebook** page with over 50,000 followers.

Follow the page and watch all the video materials connected to the agriculture, latest news and technologies for top farming.

Content of agro.bg : • news, • interviews, • developments on actual topics, • catalog with agricultural companies, • events, • stock exchange information - prices of agricultural production, • announcement - publication of free of charge announcements for 30 days upon long-term publication according the site's price-chart, • agricultural calendar - provides detailed information by months on the different crops, • activities and tillages, • study, • your platform.

PRICES FOR ADVERTISING

BANNERS' SIZE TABLE

FORMATS	POSITION	ROTATION IN %					
		10%	20%	30%	40%	50%	100%
Billboard 900 x 110 pxl	All pages	40	80	120	120	120	400
Home page 300 x 250 pxl	Home page position 1	30	60	90	90	150	300
	Home page position 2	25	50	75	75	125	250
Inside page 300 x 250 pxl	Inside page position 1	20	40	60	60	100	200
	Inside page position 2	15	30	45	45	75	150
Banner 728 x 90 pxl	Home page position 1	35	70	105	105	175	350
	Home page position 2	30	60	90	90	150	300
	Home page position 3	25	50	75	75	125	250
Halfpage 300 x 600 pxl	Home page	40	80	120	120	200	400
	Inside pages	35	70	105	105	175	350
	All pages	40	80	120	120	200	400
Banner 728 x 90 pxl	Inside pages	20	40	60	60	100	200
Website branding / Responsive Footer Billboard	All pages	70	140	210	210	350	700
Video Rollbanner / All models	All pages	80	160	240	240	400	800
Rich media formats - desktop / All models	All pages	60	120	180	180	300	600

* all types of banner ad previews you can see here: www.demo.adocean-global.com

** the above prices are in BGN without VAT

BANNER DESIGN	
HTML5	BGN 150
GIF format	BGN 100
JPG format	BGN 80
Video banner - duration on the video up to 7 sec. and up to 100 MB	BGN 300
<i>Required materials:</i> Preserved logo characters - fonts, colors, copyright, images and videos	
<i>When making a video banner includes:</i> editing, announcer, visual effects, musical backgrounds and concept	
<i>Term of production of banners and video banner:</i> up to 5 working days	

COMPANY PROFILE for 1 year	BGN 510
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PUBLICATION OF TEXT INFORMATION AND PR MATERIAL	
Publication of one material + photos (up to 5 photos) in the section "NEWS", "INTERVIEWS" or "UPCOMING" with embed on video and sharing on FB	BGN 670
Embed advertising photo in a publication	BGN 200
PR link in post in a publication	BGN 100
Publication of one material + photo in the "ADS" section	BGN 100
Writing an article	BGN 200
VIDEO ADVERTISING AND PR VIDEO	
Publication of VIDEO NEWS lasting up to 5 minutes	BGN 1150
Embed advertising video	BGN 300
ADVERTISING IN VIDEO NEWS - possible only in non-advertising videos	
Branding of VIDEO NEWS (without graphic design)	BGN 350
Promote a product with a video clip in uninterrupted video (start and / or end)	BGN 760

PRICES FOR ADVERTISING AND PR

BULLETIN

Weekly newsletter, possibility for inclusion with banner advertising, text publication, video news	Monthly subscription: BGN 150 Annual subscription: BGN 1100
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SOCIAL MEDIA

Publication of advertising video material	BGN 300
	* reinforcement is charged - by agreement
Publication of text PR material	BGN 200

Youtube.com - channel of Agro.bg

FORMATS	POSITION	GUARANTEED IMPRESSIONS PER DAY	PRICE OF 1000 BROADCASTS
Invideo Baner 300*60 pxl до 15 kb	Integration into the content	1000	BGN 30
Pre-roll up to 10 seconds	Before the start of the video content	1000	BGN 20
Post-roll up to 10 seconds	After the end of the video content	1000	BGN 15
Publication of news text + image and possibility to put a link in the publication			BGN 200

Discounts

CONDITIONS AND EXCLUSIONS:	
Scheduling design for video news branding	BGN 300
Shooting video news in Sofia	BGN 400
Shooting video news outside Sofia	BGN 600
Photo capture to video	+30%
Providing raw, source files	BGN 300
Providing a ready report for other media	BGN 200
Shooting outside Bulgaria	negotiable
Rise in price for political advertising	50%
Aerial photography with a drone	BGN 200
Capture with GoPro camera	BGN 150

BUDGET ACHIEVED	DISCOUNT RATIO
to 5000	0%
5001 - 10 000	2%
10 001 - 15 000	5%
15 001 - 20 000	7%
20 001 - 30 000	9%
30 001 - 45 000	11%
45 001 - 60 000	13%
60 001 - 80 000	16%
80 001 - 110 000	18%
110 001 - 140 000	20%
140 001 - 180 000	22%
over 180 001	negotiation

ADVANCE PAYMENT DISCOUNT:	3%
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www.instagram.com/agro.bg