

The agricultural internet
portal of Bulgaria



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

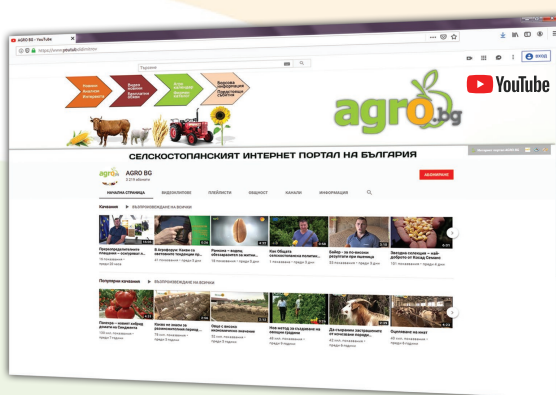
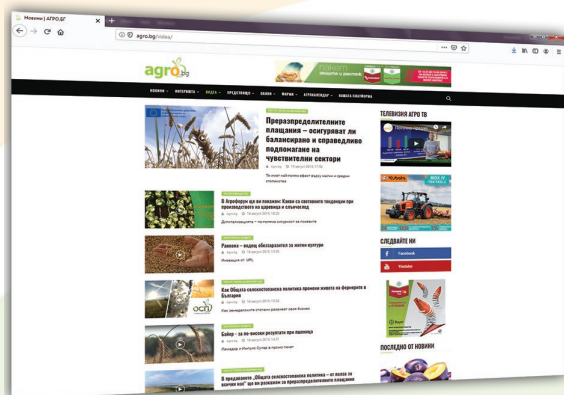
EVERY DAY - OVER 40,000 UNIQUE USERS



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	BGN 40 / € 20.45	BGN 80 / € 40.90	BGN 120 / € 61.36	BGN 120 / € 61.36	BGN 120 / € 61.36	BGN 400 / € 204.51
Home page 300 x 250 pxl	Home page position 1	BGN 30 / € 15.34	BGN 60 / € 30.68	BGN 90 / € 46.02	BGN 90 / € 46.02	BGN 150 / € 76.69	BGN 300 / € 153.39
	Home page position 2	BGN 25 / € 12.78	BGN 50 / € 25.56	BGN 75 / € 38.35	BGN 75 / € 38.35	BGN 125 / € 63.91	BGN 250 / € 128.82
	All pages / position 1 or 2	BGN 30 / € 15.34	BGN 60 / € 30.68	BGN 90 / € 46.02	BGN 90 / € 46.02	BGN 150 / € 76.69	BGN 300 / € 153.39
Inside page 300 x 250 pxl	Inside page position 1	BGN 20 / € 10.23	BGN 40 / € 20.45	BGN 60 / € 30.68	BGN 60 / € 30.68	BGN 100 / € 51.13	BGN 200 / € 102.26
	Inside page position 2	BGN 15 / € 7.67	BGN 30 / € 15.34	BGN 45 / € 23.01	BGN 45 / € 10.23	BGN 75 / € 38.35	BGN 150 / € 76.69
Banner 728 x 90 pxl	Home page position 1	BGN 35 / € 17.89	BGN 70 / € 35.79	BGN 105 / € 53.68	BGN 105 / € 53.68	BGN 175 / € 89.48	BGN 350 / € 178.95
	Home page position 2	BGN 30 / € 15.34	BGN 60 / € 30.68	BGN 90 / € 46.02	BGN 90 / € 46.02	BGN 150 / € 76.69	BGN 300 / € 153.39
	Home page position 3	BGN 25 / € 12.78	BGN 50 / € 25.56	BGN 75 / € 38.35	BGN 75 / € 38.35	BGN 125 / € 63.91	BGN 250 / € 128.82
	All pages	BGN 35 / € 17.89	BGN 70 / € 35.79	BGN 105 / € 53.68	BGN 105 / € 53.68	BGN 175 / € 89.48	BGN 300 / € 153.39
Halfpage 300 x 600 pxl	Home page	BGN 40 / € 20.45	BGN 80 / € 40.90	BGN 120 / € 61.36	BGN 120 / € 61.36	BGN 200 / € 61.36	BGN 400 / € 204.51
	Inside pages	BGN 35 / € 17.89	BGN 70 / € 35.79	BGN 105 / € 53.68	BGN 105 / € 53.68	BGN 175 / € 89.48	BGN 350 / € 178.95
	All pages	BGN 40 / € 20.45	BGN 80 / € 40.90	BGN 120 / € 61.36	BGN 120 / € 61.36	BGN 200 / € 61.36	BGN 400 / € 204.51
Banner 728 x 90 pxl	Inside pages	BGN 20 / € 10.23	BGN 40 / € 20.45	BGN 60 / € 30.68	BGN 60 / € 30.68	BGN 100 / € 51.13	BGN 200 / € 102.26
Website branding / Responsive Footer Billboard	All pages	BGN 70 / € 35.79	BGN 140 / € 71.58	BGN 210 / € 107.37	BGN 210 / € 107.37	BGN 350 / € 178.95	BGN 700 / € 357.90
Video Rollbanner / All models	All pages	BGN 80 / € 40.90	BGN 160 / € 81.81	BGN 240 / € 122.71	BGN 240 / € 122.71	BGN 400 / € 204.51	BGN 800 / € 409.03
Rich media formats - desktop / All models	All pages	BGN 60 / € 30.68	BGN 120 / € 61.36	BGN 180 / € 61.36	BGN 180 / € 61.36	BGN 300 / € 153.39	BGN 600 / € 306.78

* 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 / € 76.69
GIF format	BGN 100 / € 51.13
JPG format	BGN 80 / € 40.90
Video banner - duration on the video up to 7 sec. and up to 100 MB	BGN 300 / € 153.39
<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 / € 260.76

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 / € 342.57
Embed advertising photo in a publication	BGN 200 / € 102.26
PR link in post in a publication	BGN 100 / € 51.13
Publication of one material + photo in the "ADS" section	BGN 100 / € 51.13
Writing an article	BGN 200 / € 102.26
VIDEO ADVERTISING AND PR VIDEO	
Publication of VIDEO NEWS lasting up to 5 minutes	BGN 1150 / € 587.99
Embed advertising video	BGN 300 / € 153.39
ADVERTISING IN VIDEO NEWS - possible only in non-advertising videos	
Branding of VIDEO NEWS (without graphic design)	BGN 350 / € 178.95
Promote a product with a video clip in uninterrupted video (start and / or end)	BGN 760 / € 388.58

PRICES FOR ADVERTISING AND PR

BULLETIN

Weekly newsletter, possibility for inclusion with banner advertising, text publication, video news	Monthly subscription: BGN 150 / € 76.69 Annual subscription: BGN 1100 / € 562.42
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SOCIAL MEDIA

Publication of advertising video material	BGN 300 / € 153.39
	* reinforcement is charged - by agreement
Publication of text PR material	BGN 200 / € 102.26

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 / € 15.34
Pre-roll up to 10 seconds	Before the start of the video content	1000	BGN 20 / € 10.23
Post-roll up to 10 seconds	After the end of the video content	1000	BGN 15 / € 7.67
Publication of news text + image and possibility to put a link in the publication			BGN 200 / € 102.26

CONDITIONS AND EXCLUSIONS:

Scheduling design for video news branding	BGN 300 / € 153.39
Shooting video news in Sofia	BGN 400 / € 204.51
Shooting video news outside Sofia	BGN 600 / € 306.78
Photo capture to video	+30%
Providing raw, source files	BGN 300 / € 153.39
Providing a ready report for other media	BGN 200 / € 102.26
Shooting outside Bulgaria	negotiable
Rise in price for political advertising	50%
Aerial photography with a drone	BGN 200 / € 102.26
Capture with GoPro camera	BGN 150 / € 76.69

Discounts

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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The prices listed above are in Bulgarian leva and Euro excluding VAT. According to the Law on the Introduction of the Euro in the Republic of Bulgaria, the currency conversion is calculated at the official rate of 1.95583 leva for 1 euro.

Contacts:

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