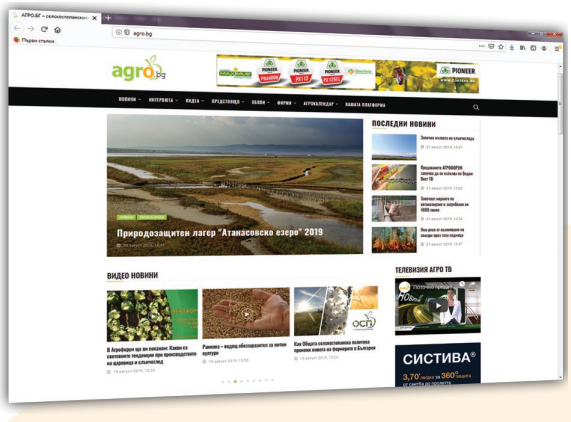
The agricultural internet portal of Bulgaria

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

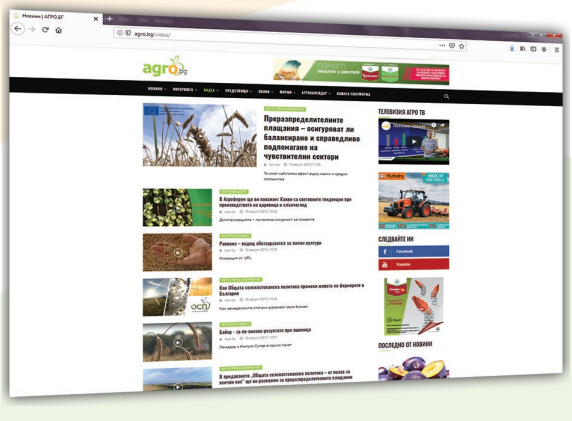
EVERY DAY - OVER 40,000 UNIQUE USERS

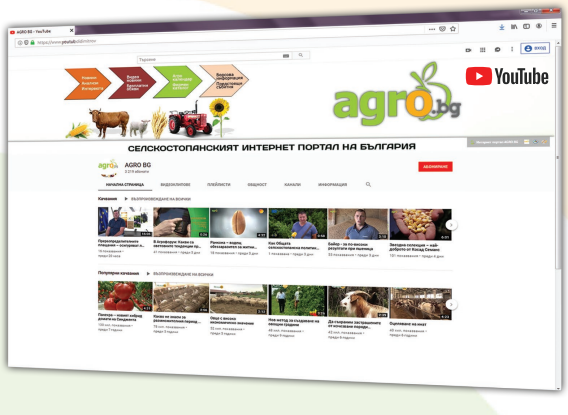


agro.bg - the leading agricultural portal of Bulgaria provides continuous and quick access to the latest information on the agriculture, processing industry, legislation, institutions, various industries.

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.

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agro.bg

PRICES FOR ADVERTISING

BANNERS' SIZE TABLE

FORMATS	POSITION	ROTATION IN %					
		10%	20%	30%	40%	50%	100%
Billboard 900 x 110 pxl	All pages	€ 21.00	€ 41.00	€ 65.00	€ 65.00	€ 65.00	€ 205.00
Home page 300 x 250 pxl	Home page position 1 Home page position 2 All pages / position 1 or 2	€ 16.00 € 13.00 € 16.00	€ 31.00 € 26.00 € 31.00	€ 47.00 € 39.00 € 47.00	€ 47.00 € 39.00 € 47.00	€ 80.00 € 65.00 € 80.00	€ 155.00 € 130.00 € 155.00
Inside page 300 x 250 pxl	Inside page position 1 Inside page position 2	€ 11.00 € 8.00	€ 21.00 € 16.00	€ 31.00 € 24.00	€ 31.00 € 11.00	€ 55.00 € 39.00	€ 105.00 € 80.00
Banner 728 x 90 pxl	Home page position 1 Home page position 2 Home page position 3 All pages	€ 18.00 € 16.00 € 13.00 € 18.00	€ 36.00 € 31.00 € 26.00 € 36.00	€ 55.00 € 47.00 € 39.00 € 55.00	€ 55.00 € 47.00 € 39.00 € 55.00	€ 90.00 € 80.00 € 65.00 € 90.00	€ 180.00 € 155.00 € 130.00 € 155.00
Halfpage 300 x 600 pxl	Home page Inside pages All pages	€ 21.00 € 18.00 € 21.00	€ 41.00 € 36.00 € 41.00	€ 65.00 € 55.00 € 65.00	€ 65.00 € 55.00 € 65.00	€ 65.00 € 90.00 € 65.00	€ 205.00 € 180.00 € 205.00
Banner 728 x 90 pxl	Inside pages	€ 11.00	€ 21.00	€ 31.00	€ 31.00	€ 55.00	€ 105.00
Website branding / Responsive Footer Bilboard	All pages	€ 36.00	€ 75.00	€ 110.00	€ 110.00	€ 180.00	€ 360.00
Video Rollbanner / All models	All pages	€ 41.00	€ 85.00	€ 125.00	€ 125.00	€ 205.00	€ 410.00
Rich media formats - desktop / All models	All pages	€ 31.00	€ 65.00	€ 65.00	€ 65.00	€ 155.00	€ 310.00

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

** prices are in EUR excluding VAT

BANNER DESIGN	
HTML5 GIF format JPG format Video banner - duration on the video up to 7 sec. and up to 100 MB	€ 80.00 € 55.00 € 41.00 € 155.00
Required materials: Preserved logo characters - fonts, colors, copyright, images and videos	
When making a video banner includes: editing, announcer, visual effects, musical backgrounds and concept	
Term of production of banners and video banner: up to 5 working days	

COMPANY PROFILE for 1 year	€ 265.00

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	€ 345.00
Embed advertising photo in a publication	€ 105.00
PR link in post in a publication	€ 55.00
Publication of one material + photo in the "ADS" section	€ 55.00
Writing an article	€ 105.00

VIDEO ADVERTISING AND PR VIDEO	
Publication of VIDEO NEWS lasting up to 5 minutes	€ 795.00
Embed advertising video	€ 155.00
ADVERTISING IN VIDEO NEWS - possible only in non-advertising videos	
Branding of VIDEO NEWS (without graphic design)	€ 180.00
Promote a product with a video clip in uninterrupted video (start and / or end)	€ 390.00

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PRICES FOR ADVERTISING AND PR

BULLETIN

Weekly newsletter, possibility for inclusion with banner advertising, text publication, video news	Monthly subscription: € 80.00 Annual subscription: € 565.00

SOCIAL MEDIA

Publication of advertising video material	€ 155.00
	* reinforcement is charged - by agreement
Publication of text PR material	€ 105.00

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	€ 16.00
Pre-roll up to 10 seconds	Before the start of the video content	1000	€ 11.00
Post-roll up to 10 seconds	After the end of the video content	1000	€ 8.00
Publication of news text + image and possibility to put a link in the publication			€ 105.00

CONDITIONS AND EXCLUSIONS:	
Scheduling design for video news branding	€ 155.00
Shooting video news in Sofia	€ 205.00
Shooting video news outside Sofia	€ 310.00
Photo capture to video	+30%
Providing raw, source files	€ 155.00
Providing a ready report for other media	€ 105.00
Shooting outside Bulgaria	negotiable
Rise in price for political advertising	50%
Aerial photography with a drone	€ 105.00
Capture with GoPro camera	€ 80.00

All prices are in EUR excluding VAT.

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%

Contacts:

1421 Sofia, Lozenets r.c. 46 Chervena Stena St. phone: 0700 200 63

Martin Stoev - Marketing and Advertising, email: m.stoev@agro.bg; phone : 0886 058 173

www.agro.bg

www.facebook.com/agrobg *www:instagram.com/agro.bg*