

# Advertising Rate Card

of NET INFO

2025

REACH

PREMIUM  
CONTENT

88%

REACH

3.4M Reals Users

ADVANCED  
AD TECH

## EVERY DAY SERVICE



SINOPTIK.bg



vbox7

## NEWS



VESTI.bg



Телеграф

## INTERESTS

Edna.bg



## INTENT

Ох, на мама!



CARMARKET.BG

dogsandcats.bg

PARITENI.bg

# ADVERTISING RATE CARD OF NET INFO EAD

## PRICES FOR INTERNET ADVERTISING

### Standard Display

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Square	300x250	300x250	BGN 5.00 / € 2.56
Half page	300x600	300x600	BGN 8.00 / € 4.09
Horizontal	970x250	970x250 Responsive, 320x100	BGN 6.00 / € 3.07
Square App*	Не се предлага	300x250	BGN 10.00 / € 5.11

\* The format is available for the mobile applications ABV Mail, Sinoptik, and Gong.

### Rich Media

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Transition	980x620	320x480	BGN 42.00 / € 21.47
Take Over Banner	Take Over Banner	Take Over Banner	BGN 33.00 / € 16.87
Wallpaper/Backdrop Ad	Wallpaper	Backdrop Ad	BGN 30.00 / € 15.34
Video Wallpaper	Video Wallpaper	Not available	BGN 30.00 / € 15.34
Video Background	Video Background	Not available	BGN 50.00 / € 25.56
Mobile Sticky Ad/Dynamic	Not available	450x225, Responsive	BGN 30.00 / € 15.34
Wheel of fortune	Not available	328x328	BGN 33.00 / € 16.87
Shredder Ad	Not available	428x926	BGN 33.00 / € 16.87
Teaser	Not available	450x225	BGN 33.00 / € 16.87
Infinity ad	Not available	450x225	BGN 33.00 / € 16.87
Mobile Overlay	Not available	300x250	BGN 33.00 / € 16.87
Two Image Mobile Footer	Not available	640x100; 640x360	BGN 33.00 / € 16.87
Scroll Roll Ad	Not available	750x300	BGN 33.00 / € 16.87
Vortex Ad	Not available	600x300, 400x640	BGN 33.00 / € 16.87
Tetris Ad	Not available	640x220	BGN 33.00 / € 16.87
Parallax	Parallax	Parallax	BGN 18.00 / € 9.20

Expandable	Standard Display	Adhesion	BGN 18.00 / € 9.20
Scratch Ad	Standard Display	Standard Display	BGN 18.00 / € 9.20
Spin Cube	300x300, 300x600	300x300, 300x600	BGN 18.00 / € 9.20
Video Banner	Standard Display	Standard Display	BGN 18.00 / € 9.20
Native Banner	300x600	300x600	BGN 15.00 / € 7.67

Format	Desktop	Mobile	Gross price 1,000 impressions
ABV Home Page Desktop Skin Ad	Skin Ad	Not available	BGN 55.00 / € 28.12
ABV Home Page Mobile Skin Ad*	Не се предлага	Skin Ad	BGN 42.00 / € 21.47
Play Nova Player Skin Ad	Skin Ad	Not available	BGN 55.00 / € 28.12
ABV Inbox Branding	Inbox Branding	Not available	BGN 35.00 / € 17.90

\* Targeting by gender or age is not available

## Video

Total rotation	Desktop	Mobile	Gross price 1,000 impressions
Unskippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 seconds	Unskippable 6 seconds	BGN 23.00 / € 11.76
Skippable Pre-Roll, Mid-Roll, Post-Roll	Skippable up to 17 seconds	Skippable up to 17 seconds	BGN 27.00 / € 13.80
Skippable Pre-Roll, Mid-Roll, Post-Roll	Skippable up to 60 seconds	Skippable up to 60 seconds	BGN 32.00 / € 16.36
Unskippable Pre-Roll, Mid-Roll в Play Nova	Unskippable up to 30 seconds	Unskippable up to 30 seconds	BGN 50.00 / € 25.56
Inread Video	InRead Video	InRead Video	BGN 18.00 / € 9.20
Video Bundle (Instream (40%) + Inread (60%))	Instream & Inread up to 17 seconds	Instream & Inread up to 17 seconds	BGN 21.00 / € 10.74

## Targeted advertising on the ABV.bg website

Targeted advertising on the ABV.bg website includes targeting by gender and age.

Format	Desktop	Mobile	Gross price 1,000 impressions*
ABV Home Page Desktop Skin Ad	Skin Ad	Not available	BGN 60.00 / € 30.68
Abv Inbox Branding	Inbox Branding	Not available	BGN 38.00 / € 19.43
Vertical	Not available	320x100	BGN 4.00 / € 2.05
Direct Mailing	Base price per contact		BGN 0.12 / € 0.06

\* Gross prices include targeting by gender and age

## Advertising on the websites Oh na mama! ([ohnamama.bg](http://ohnamama.bg)), [carmarket.bg](http://carmarket.bg) and [dogsandcats.bg](http://dogsandcats.bg)

The advertisement on the websites [ohnamama.bg](http://ohnamama.bg), [carmarket.bg](http://carmarket.bg) and [dogsandcats.bg](http://dogsandcats.bg) is not part of the Total Rotation. The banner advertisement on the abovementioned websites is supplied in a combined manner. For this purpose, the free rotation in the abovementioned website is occupied and coverage in the whole portfolio of NetInfo is added. The transmissions outside the chosen website are targeted to users who have visited the website. Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Desktop	Mobile	Gross price 1,000 impressions
Square	300x250	300x250	BGN 15.00 / € 7.67
Half Page	300x600	300x600	BGN 22.00 / € 11.25
Horizontal	970x250	970x250 Responsive	BGN 15.00 / € 7.67
Transition	980x620	320x480	BGN 40.00 / € 20.45
Mobile Sticky Ad	Not available	450x225 Responsive	BGN 30.00 / € 15.34

## Advertising on the website Mate Kitchen ([matekitchen.com](http://matekitchen.com)) and the culinary section Vkusno of Edna.bg ([edna.bg](http://edna.bg)).

The advertisement on the culinary website Mate Kitchen is not part of the Total Rotation.

The banner advertisement is offered in combination with the culinary section Vkusno of Edna.bg, and a choice between the two websites is not available, neither is an allocation of the ratio of impressions between them.

The banner advertisement is supplied in a combined manner. For this purpose, the free rotation in Mate Kitchen and the culinary section of Vkusno of Edna.bg is occupied and coverage in the whole website portfolio of NetInfo is added. The transmissions outside the chosen website are targeted to users who have visited the website. Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Desktop	Mobile	Gross price 1,000 impressions
Square	300x250	300x250	BGN 18.00 / € 9.20
Half page	300x600	300x600	BGN 25.00 / € 12.78

Horizontal	970x250	970x250 Responsive	BGN 18.00 / € 9.20
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### Additional opportunities for advertising on the culinary website Mate Kitchen

([matekitchen.com](http://matekitchen.com))

Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Price
Video Recipe (1–2 recipes)	BGN 2 300 / € 1 175.97 Per item*
Video Recipe (1–2 recipes)	BGN 1 940 / € 991.91 Per item*
Video Recipe (7–15 recipe)	BGN 1 700 / € 869.20 Per item*
Video Recipe (over 15 recipe)	BGN 1 575 / € 805.28 Per item*
Unboxing Video	BGN 2 650 / € 1 354.92 Per Item*
Branding of the Weekly Menu for a period of 1 month	BGN 14 500 / € 7 413.73
Branding of the Weekly Menu for a period of 2 month	BGN 22 000 / € 11 248.42
Branding of the Weekly Menu for a period of 3 months	BGN 28 000 / € 14 316.17
Branding of a published recipe for a period of 30 days (not less than 10 recipes)	BGN 300 / € 153.39 Per item
Game Facebook/Instagram, 7-day period	BGN 2 000 / € 1 022.58
Facebook or Instagram post	BGN 1 000 / € 511.29

\*Not subject to discount

### Additional opportunities for distribution of branded content in the culinary website

Mate Kitchen ([matekitchen.com](http://matekitchen.com))

Additional opportunities for targeting are not available such as gender, age, location, etc.

Format	Gross price
Recipe of the day - 7 days in a slider on the front page	BGN 950 / € 485.73
Inclusion in the Weekly Menu	BGN 950 / € 485.73
Inclusion in a newsletter sent to 50,000 MateKitchen and Edna.bg subscribers	BGN 650 / € 332.34

## Advertising in Advise

The price is formed based on real-time bidding and depends on demand and supply. The price and budget are managed by the advertiser through the Advise self-service system.

Total rotation	Desktop	Mobile
Square	300x250	300x250
Half page	300x600	300x600
Half page	160x600	320x100
Horizontal	728x90	Not available
Text Box	Text	Text
Remarketing	All formats	All formats
Dynamic Remarketing	All formats	All formats
Advise Mail Boost	Title (Subject) of the message at the top position in the Inbox)	

## Internet advertising targeting indexation

Indexations are applied to the base gross price per 1,000 impressions

Indexation criteria	Index**
Selection of Desktop	25%
Selection of Mobile	No price increase
Application selection	25%
Targeting by gender*	25%
Targeting by age*	25%
Content selection	25%
Selection of DMP audience	25%
Limiting the repeatability of the advertisement per day (daily frequency)	10%
Geo-targeting	10%
Time slot selection	10%
Targeting by operating system/device	10%
Re-targeting	10%
Guaranteed 60% Viewability Rate *	50%
Collaborative ads. Additional trademarks.	20%

\* Possible only in Total Rotation

\*\* Over the gross price for 1,000 impressions

# PRICES FOR INTEGRATED OFFERINGS, PR AND BRANDED CONTENT

## Integrated offerings, PR and Branded Content

Format	Gross price
Writing and publishing advertorial on a site of your choice	BGN 1 250 / € 639.11
Writing and publishing a collaborative "Review" material on a site of your choice.	BGN 1 900 / € 971.45
Publishing a paid publication on a site of your choice	BGN 550 / € 281.12
Writing advertorial or paid publication for a site of your choice*	BGN 250 / € 127.82
Editing of advertorial or paid publication*	BGN 120 / € 61.36
Distribution of paid publication or advertorial, free planning, cost per 1000 impressions	BGN 6.00 / € 3.07
Joint Test **	BGN 4 200 / € 2 147.43
Collaborative Game ***	BGN 5 800 / € 2 965.49
Creation and publishing of a product video in the "Test Drive" format.****	BGN 5 000* / € 2 256.46

\* Not subject to discount

\*\* The price is a package and includes the creation and publication of a Joint Test with 5,500 clicks included and guaranteed distribution

\*\*\* The price is bundled and includes the creation and publication of a Advertorial to announce the terms of the game with an entry form included, 10,000 clicks guaranteed distribution and 200,000 impressions of Co-branded (between the relevant site and the advertiser) Transition (Desktop & Mobile) to announce the game. It is possible to create an additional Landing Page of the game, adding to the price the cost for creation according to the current Advertising Tariff.

\*\*\*\* The price includes guaranteed distribution of 10,000 clicks through Native Ads within the Net Info network.

## Advertorial with guaranteed distribution

Advertorial published on a website of choice and prepared by the editors of Net Info. Guaranteed distribution is performed with Native Ads, in the portfolio of Net Info, and it is measured in clicks in Google Ads Manager. The price includes writing the text. The packages with guaranteed distribution can be purchased alongside existing content.

Guaranteed clicks	Implementation period	Gross Price
5 500	14 consecutive days	BGN 3 900 / € 1 994.04
10 000	14 consecutive days	BGN 5 100 / € 2 607.59
15 000	21 consecutive days	BGN 5 800 / € 2 965.49
20 000	21 consecutive days	BGN 6 200 / € 3 170.01

## Collaborative "Review" Material with Guaranteed Distribution

A collaborative "Review" material is a product-focused publication that provides a detailed presentation of a product and its features. It highlights the key advantages, functionalities, and unique aspects of the product, offering comprehensive and objective information. The material is created by the editorial team of Net Info and published on a site selected by the advertiser. The guaranteed distribution is achieved through Native Ads across the Net Info portfolio of websites, with results tracked based on clicks in Google Ads Manager. The price includes the creation of the material. Packages with guaranteed distribution can also be added to pre-existing content.

Guaranteed clicks	Implementation period	Gross Price
5 500	14 consecutive days	BGN 4 550 / € 2 326.38
10 000	14 consecutive days	BGN 5 750 / € 2 939.93
15 000	21 consecutive days	BGN 6 450 / € 3 297.83
20 000	21 consecutive days	BGN 6 850 / € 3 502.35

## Additional options to Integrated offerings, PR and branded content

Purchased only as an addition to the formats of Integrated offerings, PR and branded content. Cannot be purchased independently.

Format	Gross price
Facebook or Instagram post	BGN 1 000 / € 511.29
Branding of Advertorial or Paid Publication	BGN 300 / € 153.39
Reels Video in the Instagram account of the host website	BGN 1 000 / € 511.29
Reels creative*	BGN 750 / € 383.47

\* The price is not subject to discount and includes the development and concept of the Reels Video

## Preparation of advertising formats

No discounts or bonuses apply to the prices for preparation of advertising formats. The price does not include commissions of potentially involved celebrities – such are agreed in addition, based on the interest of the advertiser.

Format	Net price
Product video	По договоряне
Video coverage of an event with script and editing, up to 2 hours	BGN 2 500 / € 1 278.23
Production of One-page Landing Page	BGN 1 500 / € 766.94
Product of Landing Page with specific mechanics	BGN 2 500 / € 1 278.23
Creation of a Rich Media Banner, Concept, and Primary Size	BGN 390 / € 199.40

Creation of a Standard Banner, Concept, and Primary Size

BGN 300 / € 153.39

Creation of a Standard Banner with Resizing Based on the Concept

BGN 80 / € 40.90

#### Advertising formats

- The formats are divided in the groups and types standardized by IAB (Interactive Advertising Bureau) and are in conformity with the recommendations of the Better Ads Coalition.
- Upon planning the Total rotation with a base price for 1,000 impressions, the respective combination of Desktop and Mobile formats is be submitted.
- Detailed technical specifications of the formats are published at [www.netinfocompany.bg](http://www.netinfocompany.bg)

#### Price for 1,000 impressions

- The base price for 1,000 impressions refers to the respective format broadcast in its full rotation, on all sites, desktop and mobile traffic.
- The rotation does not guarantee allocation by site or traffic type.

#### Targeting indexation

- In case of Total rotation, desktop and mobile traffic, including all sites within the Net Info portfolio, there is no surcharge for fixing the daily frequency. For all other targeting criteria, surcharge applies to fixing the daily frequency for the duration of the campaign.
- In the event of a combination of two or more targeting criteria, the relevant indexes are added and then their sum is applied to the gross price for 1,000 impressions.

#### Inapplicability

- With regard to the services Programmatic DSP purchasing, AdWise purchasing and professional digital services (described in part III), the discounts, indexation and other rules in the other sections of this Rate Card shall not apply, unless explicitly stated otherwise

# DISCOUNT TYPES

## 1. Agency volume discount

Amount of net investment 1 January - 31 December 2025 r. (BGN / EUR)	Discount
1 000 – 5 000 / € 511.29 - € 2 556.46	10%
5 001 – 30 000 / € 2 556.97 - € 15 338.76	12%
30 001 – 50 000 / € 15 339.27 - € 25 564.59	13%
50 001 – 150 000 / € 25 565.11 - € 76 693.78	15%
150 001 – 300 000 / € 76 694.29 – 153 387.56	17%
300 001 – 500 000 / € 153 388.08 - € 255 645.94	20%
500 001 – 800 000 / € 255 646.45 - € 409 033.50	22%
800 001 – 1 100 000 / € 409 034.02 - € 562 421.07	24%
Over 1 100 000 / € 562 421.07	26%

## 2. Advertiser volume discount

Advertiser volume discount 1 January - 31 December 2025 r. (BGN / EUR)	Discount
1 000 – 10 000 / € 511.29- € 5 112.92	12%
10 001 – 30 000 / € 5 113.43 - € 15 338.76	14%
30 001 – 60 000 / € 15 339.27 - € 30 677.51	15%
60 001 – 90 000 / € 30 678.02 – 46 016.27	16%
90 001 – 150 000 / € 46 016.78 - € 76 693.78	19%
150 001 – 250 000 / € 76 694.29 - € 127 822.97	20%
250 001 – 400 000 / € 127 823.48 - € 204 516.75	21%
400 001 – 600 000 / € 204 517.26 - € 306 775.13	22%
Over 600 000 / € 306 775.13	23%

### 3. Advertiser package discounts

3.1. Package discount for a combination of two types of standard advertising	1%
3.2. Package discount for a combination of (i) two types of standard advertising and (ii) integrated offerings, PR and branded content	2%
3.3. Package discount for a combination of (i) two types of standard Internet advertising, (ii) online advertising services, and (iii) integrated offerings, PR and branded content	3%

### 4. Advertiser growth incentive discount

Increase of investment in 2025 compared to 2024 (BGN / EUR)	Discount
1 000 – 15 000 / € 511-29 - € 7 669.38	2%
15 001 – 40 000 / € 7 669.89 - € 20 451.68	3%
40 001 – 60 000 / € 20 452.19 - € 30 677.51	5%
60 001 – 100 000 / € 30 678.02 - € 51 129.19	7%
Over 100 000 / € 51 129.19	8%

### 5. Agency growth incentive discount

Increase of investment in 2025 compared to 2024 (BGN / EUR)	Discount
10 000 – 30 000 / € 5 112.92 - € 15 338.76	2%
30 001 – 50 000 / € 15 339.27 – 25 564.59	3%
50 001 – 100 000 / € 25 565.11- 51 129.19	5%
100 001 – 150 000 / € 51 129.70 - € 76 693.78	7%
Over 150 000 / € 76 693.78	8%

### 6. Agency/advertiser early agreement discount

6.1. within 24.01.2025	4%
6.2. within 21.02.2025	2%
6.3. within 11.03.2025	1%

# I. GENERAL PROVISIONS

Advertising forms of Net Info EAD, UIC 202632567 (Net Info) can be purchased by advertising agencies and advertisers by signing a business agreement with a guarantee for investing a specific budget.

Internet advertising from Net Info can be purchased in the following formats: Video Formats, Standard Formats, Special Formats, Integrated Offerings (PR and branded content), Programmatic, AdWise and Professional Digital Services. Net Info offers production of some of the advertising formats mentioned above.

Net Info forms the price of its advertising inventory based on the data provided by the current Advertising Ad Server of Net Info.

If Net Info, at its own discretion, adds a new internet site to its portfolio, then this Rate Card shall apply with regard to broadcasting advertising formats therein, which shall not affect the prices specified, unless Net Info expressly states otherwise.

## 1. Sales methodology

The advertising inventory of Net Info shall be purchased based on the price of an impression for the respective internet site according to the official prices set by Net Info. All purchase conditions are published on the corporate site of Net Info [www.netinfocompany.bg](http://www.netinfocompany.bg) Net Info offers the following options for targeting (positioning) of Standard Internet Advertising:

### 1.1. Standard positioning

Positioning of advertising formats in desktop and mobile versions of the internet sites managed by Net Info on a campaign-by-campaign basis, without pre-approved allocation of the impressions and without a guarantee for positioning on a particular site

### 1.2. Desktop positioning

Positioning of advertising formats only in desktop versions of the internet sites managed by Net Info, without preapproved allocation of the impression and without a guarantee for positioning on a particular site.

### 1.3. Mobile positioning

Positioning of advertising formats only on mobile versions of the Internet sites managed by Net Info, without preapproved allocation of the impression and without a guarantee for positioning on a particular site.

### 1.4. Settlement-based positioning (geo-targeting)

Positioning of advertising formats depending on the settlement where the particular user is located.

### 1.5. Positioning based on gender

Positioning of advertising formats depending on the gender of the particular user. Applicable for purchasing of advertising on ABV.bg or in Total Rotation.

### 1.6. Positioning based on age

Positioning of advertising formats depending on the age of the particular user. Applicable for purchasing of advertising on ABV.bg or in Total Rotation.

### 1.7. Positioning based on time slot

Positioning of advertising formats at selected hours of the day.

### 1.8. Позициониране по повторяемост (daily frequency)

Positioning of advertising formats based on a unique cookie per day, for a particular type of Standard Internet Advertising.

#### **1.9. Content selection**

Positioning of advertising formats based on a specific type of content – news, sports, etc., without pre-approved allocation of the impressions and without a guarantee for positioning on a particular site

#### **1.10. Selection of DMP audience**

Positioning of advertising formats before users included in a specific behavioural segment, formed by DMP (data management platform) technologies used by Net Info. No pre-approved allocation of the impressions is applied and there is no guarantee for positioning on a particular site.

#### **1.11. Re-targeting**

Net Info allows for re-targeting through all advertising formats included in this Advertising Rate Card. Re-targeting of users is ensured through different methods described in the Terms and Conditions for purchasing re-targeted advertising.

#### **1.12. Selection of a particular site**

Positioning of advertising formats in a particular site from the Net Info portfolio.

#### **1.13. Viewability Rate**

Net Info provides an option for purchasing advertising inventory with guaranteed Viewability. The standards of Internet Advertising Bureau (IAB) are applicable to the service. The conditions for implementation are described in the Terms and Conditions for purchasing guaranteed viewability

#### **1.14. Selection of operating system or device**

Positioning of advertising formats depending on the type and/or operating system of the user's device. Positioning can be implemented in all advertising formats applicable to the respective device.

#### **1.15. Joint advertising**

Including more than one brand in the advertising formats – logo, product or mentioning another company.

#### **1.16. Buying with Programmatic Direct**

Purchasing of advertising inventory of Net Info through an automated purchasing system (DSP), managed by the advertiser through the infrastructure for programmatic sale managed by Net Info (SSP). Only deals of the Direct Deal type entered into directly between the two parties shall be recognised as implemented volume. In this type of deals the inventory is sold at prices according to the price list of Net Info.

## 2. Standard Internet Advertising

### 2.1. Standard Formats

The model constitutes purchasing of standard desktop and mobile formats, part of the advertising formats of Net Info, as specified in this Rate Card.

### 2.2. Rich Formats ( Special formats )

The model constitutes purchasing of non-standard desktop and mobile formats, part of the advertising formats of Net Info, as specified in this Rate Card.

### 2.3. Video Formats

The video model constitutes broadcasting of video spots, whereas for the purposes of this Rate Card the advertising agencies and advertisers can purchase any of the following forms:

- 2.3.1. Targeted video – broadcasting of pre-roll, post-roll and mid-roll (in the player Vbox7, nova play and the sites from the Net Info portfolio), aimed at a particular audience and differentiated in two ways:
  - 2.3.1.1. Targeting of target groups based on gender and age – Broadcast in Total Rotation in Net Info, without an option for selection of a particular site.
  - 2.3.1.2. Targeting based on a specific channel – includes broadcasting of video spots in a particular video platform and channel of Net Info and targeting of a specific audience.
- 2.3.2. Non-targeted video – Broadcasting of a standard video advertising not aimed at a particular audience.
- 2.3.3. The prices of video pre-roll, post-roll and mid-roll formats (in the player Vbox7, nova play and the sites from the Net Info portfolio) refers to video spot duration of up to 60 seconds.

## 3. Targeted advertisement on the website Mate Kitchen (matekitchen.com) and the culinary section Vkusno of Edna.bg (edna.bg)

### 3.1. Video recipe

Video recipe with a placement of advertiser's products and full branding with the brand (logo) of the advertiser. It includes the concept, shooting, processing and publishing in MateKitchen.com and the section Vkusno in Edna.bg. The copyright of video recipe is settled for use in the digital media (advertiser's website, blog and social networks) and will remain on the websites indefinitely. The following distribution is included in the price of the video recipe:

- 7 days on the first page of the chosen recipe category in Mate Kitchen
- Publishing in the video channels of Mate Kitchen – You Tube, Vbox 7 and Facebook
- Publishing of the recipe and video in the section Vkusno of Edna.bg
- Facebook post linking to the recipe on the Mate Kitchen and Edna.bg websites
- 10,000 clicks guaranteed distribution through Native Ads in the network of NetInfo, executed within 30 calendar days

### 3.2. Branding of a weekly menu

Branding of all elements of the weekly menu – special placement on the home page of the website Mate Kitchen, recipes, budget, etc.

### 3.3. Брандиране на публикувани рецепти Branding of published recipes

Branding of recipes that have already been published on the website MateKitchen.com. The advertiser chooses the appropriate recipes that they would like to brand. The advertisement is purchased on an itemised basis, and the minimal amount is 10 recipes for a period of 30 days. Only the video and the text of the recipe underneath are branded.

## 4. Integrated offerings, PR and Branded Content

Net Info offers preparation of the following types of integrated offerings:

- 4.1.1. Paid publications: The content is presented by the advertiser or developed upon their request. Net Info shall not undertake a commitment or impose any position or presence.
- 4.1.2. Advertorials: Net Info undertakes a commitment for editorial presentation of a product, service, event, etc. The content is developed in a collaboration with the advertiser.
- 4.1.3. Joint Quiz: A concept quiz on an interesting and intriguing topic, prepared by Net Info. The theme is coordinated with guidelines set by the advertiser and is in tune with their overall advertising communication. The brand is positioned in the final answers by keywords, link or other appropriate way. The joint test is applicable to edna.bg and vesti.bg.
- 4.1.4. Collaborative Game: Announced through Advertorial with participant responses collected via editorial email or through an integrated registration form. Before the start of the game and together with the submission of a task by the advertiser, a bilateral model agreement is signed. After the end of the game period, Net Info only provides the contact details of the winners. Prizes are provided and distributed by the advertiser. After the winners are pulled, the Advertorial announcing the game is marked as out of date. Net Info is the organizer of the game.
- 4.1.5. Positioning in context. Positioning in specialized editorial content, on a topic chosen by the advertiser. The presence is in separate boxes and other formats located in the material.

Net Info reserves the right, in the case of very specific projects that make the processes more difficult, to charge additional costs upon coordination with the advertising agency/advertiser.

## 5. Internet Advertising Services

### 5.1. Programmatic

Net Info offers automated purchasing of advertising inventory within the Net Info portfolio, as well as on the websites offered outside of it.

#### 5.1.1. Programmatic Direct

Net Info provides an opportunity for programmatic purchasing of advertising inventory of the type Standard Display and Video under the conditions and at the prices in this Rate Card, through a direct deal technology – Programmatic Direct. The fees for Programmatic that the advertiser pays through their DSP system are calculated and paid separately and shall not be reported as part of the advertising investment stipulated in the business agreement and shall not be considered fulfilment of the commitment for a specific investment, as undertaken by the advertiser. The conditions for Programmatic Direct buying are described in the Programmatic Terms and Conditions. Regarding Programmatic Direct, discounts apply in accordance with the current Rate Card

### 5.1.2. Programmatic – DSP

If any advertiser does not have its own Demand-side platform (DSP), Net Info can organize Programmatic purchasing of inventory within and beyond the portfolio of Net Info on behalf of the advertiser. The conditions for Programmatic – DSP are described in the Programmatic Terms and Conditions.

## 5.2. AdWise purchasing

5.2.1. The AdWise platform offers the option for automated purchasing of advertising inventory within the Net Info portfolio. The platform is developed to ensure convenience and price efficiency. The advertisements are selected and positioned by the automatic system of AdWise depending on the identity of the users and the visualized content. The advertising is visualized free of charge, and the payment is made per click.

5.2.2. The fees relating to AdWise purchasing are charged and paid separately and shall not be reported as part of the advertising investment stipulated in the business agreement and shall not be considered as fulfilment of the commitment for a specific investment, as undertaken by the advertising agency/advertiser.

## 5.3. Professional digital services (Services)

5.3.1. Net Info offers numerous professional digital services, considering its competence and technological development. The service value is in conformity with the scope and type of the particular customer assignment.

5.3.2. The fees for professional digital services are charged and paid separately and shall not be considered part of the advertising investment stipulated in the Business Agreement and shall not be considered part of the overall fulfilment of the investment commitment, as undertaken by the advertising agency/advertiser.

## 5.4. Discounts

The discounts specified in this Rate Card do not refer and shall not apply with regard to Programmatic, AdWise and Professional Digital Services

# II. DISCOUNT TYPES

## 1. Agency volume discount

Net Info offers a volume discount based on the net invested budget of all customers of the advertising agency

## 2. Advertiser volume discount

Net Info offers a volume discount based on the net invested budget of the advertiser.

## 3. Advertiser package discounts

3.1. Package discount for a combination of two types of standard internet advertising – Net Info offers a discount for a combination of two (2) types of Standard internet advertising, based on the annual investment of each advertiser. The allocation of the combination is possible in the following types of Standard internet advertising: Video formats, Standard formats, Special formats.

3.2. Package discount for a combination of two types of standard internet advertising and integrated offerings (PR and branded content) – Net Info offers a discount for a combination of two (2) types of Standard internet advertising

and integrated offerings (PR and branded content), based on the annual investment of each advertiser. The allocation of the combination is possible in the following types of Standard internet advertising: Video formats, Standard formats, Special formats and Integrated offerings (PR and branded content).

- 3.3. Package discount for a combination of standard advertising, internet advertising services and integrated offerings (PR and branded content) – Net Info offers a discount for a combination of two (2) types of Standard internet advertising, internet advertising services and integrated offerings (PR and branded content), based on the annual investment of each advertiser. The allocation of the combination is possible in the following types of Standard internet advertising: Video formats, Standard formats, Special formats, Internet advertising services and Integrated offerings (PR and branded content).
- 3.4. The discounts under Items 3.1, 3.2 and 3.3 above are mutually exclusive. If the advertiser meets the criteria for application of all three forms, they may choose the applicable form.
- 3.5. The package discounts shall apply in advance, following the signing of the Business Agreement, ensuring compliance with the respective criteria. If the guaranteed criteria change during the year, the respective higher discount can apply following the signing of a supplementary agreement to the already concluded Business Agreement. The new amount of the discount shall enter into force for the campaigns realized following the signing date of the supplementary Business Agreement.
- 3.6. If upon expiration of the Business Agreement the guaranteed criteria are not fulfilled, a lower level of the discount shall apply, corresponding to the criteria actually realized for the period of the Business Agreement

#### **4. Advertiser growth incentive discount**

Net Info offers an incentive discount depending on the net increase of the advertiser's investment compared to the previous year.

#### **5. Agency growth incentive discount**

- 5.1. Net Info offers an incentive discount depending on the net increase of the advertising agency's investment compared to the previous year.
- 5.2. The incentive discounts specified above shall apply in advance, following the signing of the Business Agreement, ensuring the increase of the annual budget compared to the previous year. If the guaranteed level is increased during the year, the respective higher discount can apply following the signing of a supplementary agreement to the already concluded Business Agreement. The new amount of the discount shall enter into force for the campaigns realized following the signing date of the supplementary business agreement and the budget increase compared to the previous year shall be calculated per calendar year
- 5.3. If upon expiration of the Business Agreement the guaranteed budget is not fulfilled, a lower level of the discount shall apply, corresponding to the investment actually realized for the period of the Business Agreement.

#### **6. Early agreement discount**

The discount shall be granted in case of conditions confirmed in writing (including by e-mail) on the part of the advertising agency/advertiser before the dates specified in the advertising Rate Card.

#### **7. Other provisions**

- 7.1. Net Info and the advertiser/advertising agency can negotiate additional discounts depending on the specific terms and conditions of the respective business agreement, in compliance with good commercial practices.

7.2. If the advertiser/advertising agency fails to comply with any of the terms and conditions for provision of discounts and based on the actual parameters of the transaction with Net Info it is entitled to receive a different level of any particular discount, Net Info shall re-calculate the discounts provided to the advertiser/advertising agency under the concluded Business Agreement in accordance with the actual parameters of the transaction.

### III. ADWISE PURCHASING

#### 1. Рекламни агенции Advertising agencies

Net Info provides commission remuneration up to the amount of 10% (ten percent) for advertising agencies that purchase advertising inventory for advertisers through the AdWise system with guaranteed minimum annual investment of BGN 10,000, excl. VAT. Commission remuneration shall be provided as a percentage of the investment spent through the AdWise system. The advertising agency shall not receive any commission remuneration if the minimum annual investment of BGN 10,000, excl. VAT is not realized in full.

#### 2. Advertisers

Net Info provides additional charging, without payment of remuneration, to the profiles of direct advertisers that have invested no less than BGN 5,000, excl. VAT, in an amount constituting 5% (five percent) of the invested and spent budget of the advertiser. Direct advertisers are those that do not use the services of an advertising agency. Additional charging shall be provided following realization in full of the investment of the advertiser.

### IV. ADDITIONAL CONDITIONS

#### 1. Special events

- 1.1. For some of the special (e.g. sports, political, etc.) events broadcast on the websites of Net Info, special conditions and prices shall apply, as published on the website [info.netinfocompany.bg](http://info.netinfocompany.bg). The special events will be announced on the corporate website of Net Info.
- 1.2. For some of the special events there shall be specific requirements/restrictions in force for advertising and sponsorship of specific products/services, in accordance with the terms and conditions of the agreements with the respective third parties. Net Info reserves the right to determine other events/projects, for which special rate cards and discounts shall apply, which shall be announced in advance on the website [www.netinfocompany.bg](http://www.netinfocompany.bg)

#### 2. Deadlines for submission of orders and materials

- 2.1. Each correctly submitted order by 12:00 a.m. by any advertising agency/advertiser, including: media plan, banner forms in conformity with the technical requirements listed on the corporate site of Net Info, and tracking scripts, shall start broadcasting on the same day. In case of a correctly submitted order by 04:00 p.m., the broadcasting shall start by 01:00 p.m. on the following business day.
- 2.2. Upon submission of a media plan without all banner forms/scripts necessary for the start, the broadcasting shall start after submission of a correct order and the campaign shall be automatically extended by the period of delay
- 2.3. In case of campaigns with non-standard forms or campaigns with advertising materials requiring correction on the part of Net Info, the materials must be submitted at least 3 days prior to the start of the respective broadcasting.

### 3. Miscellaneous

- 3.1. If Net Info is unable to deliver any ordered campaign in accordance with the agreed conditions, Net Info shall be entitled to offer alternative variants for its implementation, but no later than 90 days, in accordance with the goals of the advertising agency/advertiser. The period of media planning shall include weekdays and off-days. If the ordered campaign is not delivered within the specified period, the advertising agency/advertiser shall additionally negotiate the implementation with Net Info
- 3.2. In case of serving of advertising formats through codes (third party scripts) provided by the advertising agency/advertiser, the advertising agency/advertiser shall provide daily access to the accumulated statistics. Otherwise, the data provided by the current Advertising Ad Server of Net Info shall be considered correct.
- 3.3. All prices listed in this Rate Card shall be in Bulgarian leva, excluding VAT, unless explicitly stated otherwise.
- 3.4. The advertising tariff of Net Info for 2024 regulates the conditions for advertising formats declared and broadcast after 12:00 AM on December 31, 2023, and was last amended on June 25, 2024.
- 3.5. The advertising tariff of Net Info for 2024 regulates the conditions for advertising formats declared and broadcast after 12:00 AM on December 31, 2023, and was last amended on June 25, 2024.
- 3.6. The general conditions for broadcasting of advertising and information forms listed on the internet pages of Net Info EAD shall apply to any matters not settled in this Advertising Rate Card.