

RATE-CARD 2009 - RON

Site	728*90 /CPM	300*250/ CPM	160*600/ CPM	Trafic Unici*	Trafic Afisari *	Adrese Newsletter	Frecventa Newsletter	Pret trimitere	Advertorial/ saptamana
RUN ON CATEGORY-WOMEN**	45	45	45	1.138.988	15.330.308	160.450	saptamanal	10.000	-
cosmopolitan.ro	60	60	60	75.884	1.331.937	26.250	saptamanal	4.000	600
femeia.ro	50	50	50	152.547	1.986.675	28.000	5/saptamana	3.500	500
marieclaire.ro	60	60	60	9.964	72.039	15.900	saptamanal	2.000	400
miresici.ro	50	-	50	323.162	6.345.281	19.000	saptamanal	3.000	NA
harpersbazaar.ro	75 only 300*600			18.279	244.159	NA	NA	NA	600
mami.ro	50	50	50	160.310	2.653.175	40.300	zilnic	3.000	600
parinti.com	50	50	50	398.842	2.697.042	31.000	saptamanal	3.000	600
RUN ON CATEGORY-PARENTING**	45	45	45	559.152	5.350.217	71.300	saptamanal	5.000	-
fhm.ro	50	50	50	86.677	3.601.240	37.500	saptamanal	3.500	500
story.ro (not in SATI)	-			12.089	-	NA	NA	NA	NA
natgeo.ro	50	50	50	32.131	228.211	7.400	saptamanal	2.000	800
newsreport.ro	45	-	45	71.483	489.449	35.000	zilnic	800	-
casa-gradina.ro	50	50	50	19.979	216.753	8.800	saptamanal	1.300	500

*Sursa: SATI.ro, martie 2009.

****RUN ON CATEGORY-WOMEN** include site-urile :cosmopolitan.ro, femeia.ro, marieclaire.ro, miresici.ro, bazaar.ro, mami.ro, parinti.com.

****RUN ON CATEGORY-PARENTING** include site-urile: mami.ro si parinti.com

RUN ON CATEGORY- oferta valabila pana in luna **septembrie**, inclusiv. Nu se accepta targetare.

DIRECT MAILING - se va lua in considerare costul din rate-card.

CPC : cost 3 ron/click

VIDEO ADVERTISING

Site	pre-roll/ CPM views	Post-roll/ CPM views	Product Placement/ (5)filme prezentare produs
cosmopolitan.ro	80	60	8.000
marieclaire.ro	70	50	8.000
fhm.ro	80	60	8.000
mami.ro	80	60	8.000
story.ro	50	45	NA

Targeting	Extracharge	Special Formats*	Extracharge
Country targeting	0%	Rollover automat	60%
City/county targeting	15%	Double Leaderboard (728 x 180)	50%
day/hour targeting	10%	Wide Skyscraper (300 x 600)	50%
frequency capping	15%	Floating/ Overlayer	80%
category targeting	25%	Interstitial (tranzitional)/ Video Banner	100%
homepage only	30%	Sound (only on user actin)	10%

*Toate bannerele cu formatele speciale vor avea frecventa limitata la 3 afisari/user si vor avea buton de close.



Alina Sprinceană
 ONLINE SALES MANAGER

mobile +40 732.667.356
 alina.sprinceanana@sanomahearst.ro

Sanoma Hearst Romania S.r.l. | www.sanomahearst.ro
 85 Buzesti Street, District 1, 4-8 Floor, 011013 Bucharest, Romania
 Tel +40 31 22 58 828; +40 31 22 58 700 | Fax +40 31 22 58 715