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RATE-CARD 2010 - RON

Site	728*90 /CPM	300*250/CPM	160*600/CPM	Trafic Unici*	Trafic Afisari *	Adrese Newsletter	Frecventa Newsletter	Insert Newsletter	Advertorial/ saptamana		
RUN ON CATEGORY-WOMEN**	45	45	45	833,406	9,040,641	-	-	-	-		
1 cosmopolitan.ro	60	60	60	85,743	1,086,390	28,944	6/saptamana	3,000	780		
2 femeia.ro	50	50	50	151,571	1,433,350	64,259	5/saptamana	3,300	650		
3 miresici.ro	50	-	50	347,673	3,675,183	41,500	ocazional	2,124	NA		
4 mami.ro	50	50	50	186,008	1,268,654	32,244	5/saptamana	3,000	780		
5 parinti.com	45	45	45	430,634	2,015,467	34,178	ocazional	3,400	780		
RUN ON CATEGORY-PARENTING***	42	42	42	616,642	3,284,121						
6 fhm.ro	47	47	47	56,385	1,093,862	37,473	saptamanal	3,900	650		
7 natgeo.ro	50	50	50	13,712	83,211	7,424	lunar	824	780		
8 magazinuldecase.ro	50	50	50	123,928	2,151,329		ocazional				
9 casa-gradina.ro	50	50	50	44,795	378,758	12,888	3/saptamana	1,453	650		
10 ecuisine.ro	45	45	45	se lanseaza in decembrie 2010							

*Sursa: SATI.ro, october 2010

**RUN ON CATEGORY-WOMEN include site-uri: cosmopolitan.ro, femeia.ro, miresici.ro, mami.ro, parinti.com.
 ***RUN ON CATEGORY-PARENTING include site-urile: mami.ro si parinti.com

CPC : cost 1.7 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
fhm.ro	80	60	8,000
mami.ro	80	60	8,000
femeia.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%
category targeting	25%	Wide Skyscraper (300 x 600)	50%
homepage only	30%	Floating/ Overlay	80%
		Interstitial (tranzitional)/ Video Banner	100%

Contact

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