






INTERNET PRO TV - RATE CARD

valid from april 2018

DISPLAY CPM (LEI)		ad slot	Leaderboard	Rectangle	Half page	Billboard	Branding	Grooveskin / Contextual scroll ad	Rich Media	Out-stream video
Domain	Site description	specs	728x90	300x250/300x60 320x60/336x280	300x600	970x250	1000x120 & 120x600	Grooveskin / Site Skin /Contextual scroll ad	in-banner video/ expandable banners	contextual video ad
www.sport.ro	Sport		35	50	65	75	100	125	85	100
www.debarbati.ro	Men / Lifestyle		49	70	91	105	140	175	119	140
www.yoda.ro	IT&C		49	70	91	105	140	175	119	140
www.stirileprotv.ro	News		49	70	91	105	140	175	119	140
www.incont.ro	Business News		49	70	91	105	140	175	119	140
www.perfecte.ro	Women / Lifestyle		49	70	91	105	140	175	119	140
www.ele.ro	Women / Lifestyle		49	70	91	105	140	175	119	140
www.pro2.ro	TV/Entertainment		49	70	91	105	140	175	119	140
www.procinema.ro	TV/Entertainment		49	70	91	105	140	175	119	140
www.protv.ro	TV/Entertainment		49	70	91	105	140	175	119	140
www.foodstory.ro	Culinary/ Lifestyle		49	70	91	105	140	175	119	140
www.mtv.ro	TV/Entertainment		49	70	91	105	140	N/A	119	140
www.referat.ro	Youth		35	50	65	75	100	N/A	85	100
www.studentie.ro	Youth		35	50	65	75	100	N/A	85	100
www.sfatulmedicului.ro	Health		49	70	91	105	140	175	119	140
www.clopotel.ro	Parents / Child		35	50	65	75	100	N/A	85	100
www.superspeed.tv	Auto		49	70	91	105	140	175	119	140
www.4tuning.ro	Auto		49	70	91	105	140	175	119	140
www.pieseauto.ro	Auto		N/A	50	65	75	100	125	85	100
www.crestinortodox.ro	Religion		35	50	65	75	100	N/A	85	N/A
www.protvplus.ro	TV/Entertainment		N/A	90	N/A	135	180	225	153	180

IN-STREAM VIDEO CPM (LEI)							
 							
Pre-, mid-, post-rolls	ROS	Single spot	Pre-rolls	Mid-rolls	Pause ad	Post-rolls	Bumper ads**
video roll (skip button if video >15")	video roll (15" base)	first mid-roll - single spot break after 4' of content (15" base)	pre-roll (15" base)	mid-roll (15" base)	special format- takeover the player when paused	post-rolls (15" base)	sponsored sequences (15" base)
150	200	240	260	220	240	140	240

*) Non-skippable video ads on protvplus.ro; prices aplicable for 15" spots, spot lenght indexes will be applied for different lenghts

***) Available only for sponsors

	<i>length</i>	<i>idx</i>
length indexes for in-stream video ads on protvplus.ro	7"	75%
	10"	85%
	15"	100%
	20"	115%
	25"	130%
	30"	150%
	>30" - on request	

OTHER CONDITIONS

TARGETING OPTIONS

Context (Selected sections/pack of programmes)	+15%
County	+15%
Homepage / First screen	+50%
Audience segmentes (DMP data - existing segments)	+20% per segment
Audience segments (DMP data - customised segments)	from 30% per segment

Newsletters & Advertorials						
Domain	Site description		Unique visitors	Subscribers	Prices (LEI)	
					<i>Insert in newsletter</i>	<i>Advertorial</i>
www.sport.ro	Sport		4,420,184	199,000	2500	4500
www.stirileprotv.ro	News		8,064,131	172,000	2500	4500
www.procinema.ro	TV/Entertainment		554,299	147,000	1500	2500
www.incont.ro	Business News		894,115	19,000	1000	2500
www.pro2.ro	TV/Entertainment		558,253	104,000	2000	2000
www.perfecte.ro	Women / Lifestyle		2,836,705	27,000	1000	2500
www.ele.ro	Women / Lifestyle		1,809,157	86,000	on request	2500
www.debarbati.ro	Men / Lifestyle		566,273	N/A	N/A	2500
www.yoda.ro	IT&C		1,809,157	37,500	1500	2500
www.protv.ro	Entertainment		4,228,306	192,000	2500	3500
www.foodstory.ro	Culinary/ Lifestyle		678,800	N/A	N/A	2500
www.studentie.ro	Youth		205,917	119,544	3000	1800
www.sfatulmedicului.ro	Health		2,776,311	106,000	2000	4500
www.clopotel.ro	Parents / Child		536,880	23,000	1400	2100
www.superspeed.tv	Auto		118,647	N/A	N/A	2500
www.4tuning.ro	Auto		1,241,235	170,000	4800	2500