

DELFI

DELFI GROUP PRICELIST

Since 2017.11.13

MAIN PAGE							INNER PAGES								
	2560x330 Hero	1200x250	Corner 1200x250 + 300x600	880x250	300x600 Sticky	300x250 Shuffle	2560x330 Hero	1200x67	1200x250	Corner 1200x250 + 300x600	300x600			300x250	
					#1 10 Eur #2 8 Eur #3 6 Eur						Sticky	Article infoblock	Sticky inscreen 18s	Article	Mobile
Main page	30 Eur	10 Eur	24 Eur	8 Eur		3 Eur									
News							22 Eur	8 Eur	9 Eur	18 Eur	9 Eur	4 500 Eur/mnth.		7 Eur	
Business		8 000 Eur/week.	38 000 Eur/mnth.				24 Eur	10 Eur	10 Eur	20 Eur	10 Eur	3 675 Eur/mnth.		9 Eur	
Science		5 000 Eur/week.	24 000 Eur/mnth.				22 Eur	8 Eur	9 Eur	18 Eur	9 Eur	1 200 Eur/mnth.		8 Eur	
Auto		6 000 Eur/week.	28 000 Eur/mnth.				22 Eur	8 Eur	9 Eur	18 Eur	9 Eur	540 Eur/mnth.		8 Eur	
Sport		4 000 Eur/week.	19 000 Eur/mnth.				22 Eur	8 Eur	9 Eur	18 Eur	9 Eur	2 250 Eur/mnth.		6 Eur	
Entertainment		4 500 Eur/week.	16 000 Eur/mnth.				22 Eur	8 Eur	9 Eur	18 Eur	9 Eur	2 100 Eur/mnth.		6 Eur	7 Eur
Life style		3 000 Eur/week.	14 000 Eur/mnth.				22 Eur	8 Eur	9 Eur	18 Eur	9 Eur	2 700 Eur/mnth.	16 Eur	8 Eur	
Vox Populi		1 500 Eur/week.	8 000 Eur/mnth.				20 Eur	6 Eur	5 Eur	16 Eur	5 Eur	840 Eur/mnth.		6 Eur	
Photo gallery		4 000 Eur/week.	18 000 Eur/mnth.								3 Eur				
m.delfi.lt														7 Eur	
DELFI discussions							12 Eur	4 Eur	4 Eur	14 Eur	4 Eur			4 Eur	
Entire DELFI							22 Eur	7 Eur	9 Eur	18 Eur	7 Eur			6 Eur	
DELFI TV							PreRoll/MidRoll/PostRoll – 3 Eur/sek							5 Eur	

1. For orders with in-screen - 50% on a price.
2. Videos which are integrated into banners can play sound only after pressing „Play“ or „Sound“ icons.
3. All prices are per CPM (thousand impressions), Eur without VAT.

RICH MEDIA FORMATS

	1200x250 + Expand 1200x500	1200x250 + Pushdown 1200x500	1200x250 + Floating 1200x500	300x600 + Expand 1200x600	300x600 + Expand 600x600	300x600 + Splash 600x600	1920x520 Pagebreak	Mobile	
								Mobile full screen	Page break
Main page	17 Eur								
News	15 Eur	26 Eur	46 Eur	22 Eur	15 Eur	26 Eur	50 Eur	35 Eur	25 Eur
Business	17 Eur	30 Eur	46 Eur	27 Eur	20 Eur	30 Eur			
Science	15 Eur	21 Eur	46 Eur	18 Eur	15 Eur	24 Eur			
Auto	15 Eur	24 Eur	46 Eur	21 Eur	15 Eur	24 Eur			
Sport	13 Eur	21 Eur	46 Eur	18 Eur	15 Eur	21 Eur			
Entertainment	13 Eur	21 Eur	46 Eur	18 Eur	15 Eur	21 Eur			
Life style	15 Eur	24 Eur	46 Eur	21 Eur	15 Eur	24 Eur			
Vox Populi	13 Eur	21 Eur	46 Eur	18 Eur	13 Eur	21 Eur			
DELFI discussions	7 Eur	12 Eur	23 Eur	10 Eur	8 Eur	12 Eur			
Entire DELFI	15 Eur	21 Eur	46 Eur	17 Eur	15 Eur	21 Eur			

1. All prices are per CPM (thousand impressions), Eur without VAT.

DELFI THEMATIC CHANNELS							RICH MEDIA FORMATS						
	995x180	250x500 I & II	995x67 Not animated	520x230	250x200 Infoblock	300x250 Mobile	995x180 Sitehat	995x180 + Expand 995x400	250x500 + Expand 440x500	250x500 + Splash 440x500	995x180 + Push- down 995x400	250x500 + Expand 995x500	995x180 + Floating 995x500
Moteris.lt	6 Eur	6 Eur	3 Eur	7 Eur	1 086 Eur/mnth.	7 Eur	13 Eur	7 Eur	7 Eur	15 Eur	15 Eur	10 Eur	23 Eur
Cosmopolitan.lt	6 Eur	6 Eur	3 Eur	6 Eur	869 Eur/mnth.		12 Eur	6 Eur	6 Eur	13 Eur	13 Eur	8 Eur	20 Eur
Panele.lt	5 Eur	5 Eur	3 Eur	5 Eur	463 Eur/mnth.		9 Eur	5 Eur	5 Eur	12 Eur	12 Eur	7 Eur	23 Eur
Manonamai.lt	6 Eur	6 Eur	4 Eur	7 Eur	724 Eur/mnth.		13 Eur	7 Eur	7 Eur	15 Eur	15 Eur	10 Eur	23 Eur
Tavovaikas.lt	6 Eur	6 Eur	3 Eur	7 Eur	724 Eur/mnth.		13 Eur	7 Eur	7 Eur	15 Eur	15 Eur	10 Eur	23 Eur
DELFI Woman*	7 Eur	7 Eur	5 Eur	6 Eur	6 690 Eur/mnth.		11 Eur	6 Eur	6 Eur	13 Eur	13 Eur	9 Eur	23 Eur
Alio.lt	5 Eur	5 Eur	3 Eur	6 Eur	869 Eur/mnth.		10 Eur	7 Eur	6 Eur			8 Eur	
5braskes.lt	5 Eur	5 Eur	3 Eur	6 Eur	869 Eur/mnth.		9 Eur	5 Eur	5 Eur	12 Eur	12 Eur	7 Eur	20 Eur
Klubas.lt	4 Eur	4 Eur	3 Eur	5 Eur	1 014 Eur/mnth.		9 Eur	5 Eur	5 Eur	12 Eur	12 Eur	7 Eur	20 Eur
Vyriskai.lt	6 Eur	6 Eur	4 Eur	7 Eur	724 Eur/mnth.		13 Eur	7 Eur	7 Eur	15 Eur	15 Eur	10 Eur	23 Eur

- *Moteris.lt, Cosmopolitan.lt, Panele.lt, Manonamai.lt, Tavovaikas.lt
- All prices are per CPM (thousand impressions), Eur without VAT
- For orders with in-screen - 50% on a price

CAMPAIGN LIMITATION

If campaign uses more than one target, +30% markup is applied for standard prices.

Possible options for targeting:



Page destination (i.g. DELFI Business > Real Estate channel, Tavovaikas.lt > channel "Baby").



Geo (cities – Vilnius, Kaunas etc, countries – UK, Sweden etc.)



Frequency (two impressions per unique user/per day, one impression per user/per hour, etc.)

1. Example of campaign with one target: if advertisement is being shown to UK citizens who visit DELFI Business channel, – markup is not applicable. If campaign requires more specific targeting, for example: UK citizens who reads real estate channel which is under DELFI Business, a 30% markup is applicable from the standard prices.
2. If campaign uses more than three targeting segments, then DMP pricelist is applicable.
3. For targeting 1-4 unique users per campaign, the DPM pricing is applicable.

LAUNCHING CAMPAIGNS VIA DMP* SYSTEM

Targeting frequency (per campaign)

Unique users	1 UU	2 UU	3 UU	4 UU	5 UU >
Markup	100 %	85 %	70 %	50 %	Not applicable

Displaying advertisement for targeted audience

Unique users	1 mln. >	500-999 k	300-499 k	100-299 k	50-99 k	< 50 k
Markup	Not applicable	30 %	50 %	70 %	100 %	200 %

*Displaying advertisement only to characterized audience based on cxense.com targets (social demographics, interests, locations, etc.)

PRICELIST FOR SPONSORED ARTICLES

Channel in the Main Page	Time for publishing	Price (w/o VAT)
Business	24 val.	800 Eur
Home	48 val.	
Food		
Style		
Travel		

Package	Time for publishing	Price (w/o VAT)
Small	Not less than 24 val.	1 700 Eur
Big		2 000 Eur
All Lithuania		2 500 Eur
Women		2 000 Eur
Health		1 300 Eur