

DIGITAL FORMATS PRICE LIST FOR 2021

Valid from January 2021 - December 2021

VOD Gross Price EUR per 1000 Exposures (CPM)



Ad Formats	5 sec.	6"-10"	11"-15"	16"-20"	21"-25"	26"-30"	31"-35" [2]	36"-60" [2]
Pre-Roll	12.00	13.50	15.00	16.50	18.75	20.50	30.00	63.00
All-Roll	10.00	11.25	12.50	13.75	15.63	17.50	25.00	52.50

Banners Gross Price EUR per 1000 Exposures (CPM)



Ad Formats	Ad format description (size)	Gross Price EUR
Native promo banner	1080 x 607	7
Carousel	600 x 600	7.5
Tower	240 x 400	4.5
Multiformat	1080 x 607; 600 x 600	7.5
Square	300 x 300	3
The Great Tower	240 x 600	5.5
Pause banner		9.5
Overlay banner		5
Video player branding [2]		45

Smart TV VOD Gross Price EUR per 1000 Exposures (CPM)



Ad Formats	5"-15"	16"-30"
All - Roll	22.15	30

Audio Gross Price EUR per 1000 Exposures (CPM)



Ad Formats	5"-30"
All - Roll	25.00

Prime Safety content



Additional Technical features	Surcharge
Defining the display frequency	Free
Advertise on specially selected Premium Advideo network sites	25%
MOAT meter	40%
Innovid meter	40%

VOD Clients volume Discounts

Budgets NET EUR	Discounts
50 000 and more	40%
40 000	35%
30 000	30%
20 000	27%
15 000	25%

* Banner Audience Segmentation Options: Time limit, Geolocation (not applicable if Riga is included), Interests, Demographic, Birthdays, Devices - Premium: 20%; CRM, Remarketing - Premium: 30%.

[2] Only on the Megogo portal and goes for a premium of 25% on "Ad Serving on Selected Premium AdVideo Network Sites".

** Prices do not include VAT 21%.

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