

oneclick
media group 



ONE CLICK MEDIA GROUP

PORTFOLIO

- **PEOPLE, NEWS and COMMUNITY:** MobileBulgaria.com, Novinite.com, SofiaPhotoAgency.com, DotBulgaria.com
- **ENTERTAINMENT, DATING:** Iloveyou.bg, Programata.tv, Yep.bg
- **B2B INFORMATION SERVICE:** PRinBulgaria.com, Bulgariantourism.com, Bulgariantop.com , BBA.bg
- **EDUCATIONAL PROJECTS:** HristoBotev.com, JohnAtanasoff.com, PopeinBulgaria.com

www.MobileBulgaria.com

The Leader of the Bulgarian Online Mobile Market.

The most popular web project for mobile communications in Bulgaria, the choice of the most sophisticated hi-tech people. The best combination of technical news, all the information about mobile phones and accessories. The site also includes on-line flea-market for second-hand phones and online shop for brand new phones.

Facts

- 345000 impressions per day
- 1 000 000 articles
- Over 1000 subsections
- Over 100 new articles per week
- 30 000 unique visitors per day
- 22 000 registered subscribers for the weekly newsletter



www.Novinite.com

The website for the Bulgarian news in English Language.

A leading online media for news in English language. Founded in early 2001, having more than 120 000 articles in its database. Publishing daily online Sofia Morning News, for a paid subscription of only 50 EUR per year, 350 subscribers and free weekly online newspaper The Sofia Weekly – 21 240 subscribers from all over the world. One of the most influential news sources in the country, quoted daily all over the world. Search engine, forum, news alert, hundreds of well-developed and fast working functions are available.

Facts

- 38 000 impressions per day
- 100 000 articles
- Over 100 subsections
- Over 150 new articles per week
- 9 000 unique visitors per day
- 12 000 registered subscribers



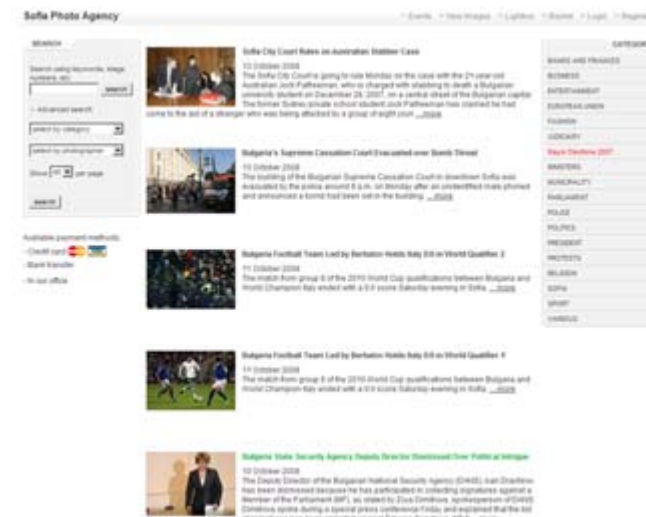
www.SofiaPhotoAgency.com

Database for news pictures.

The leading Bulgarian agency for pictures on daily base, archive with more than 120 000 pictures from events. Founded in 2003, extremely developed website for the agency with search engine and text tags for each picture.

Facts

- 2 160 impressions per day
- 50 000 pictures



www.DotBulgaria.com

The leading Bulgarian social network.

DotBulgaria is the Bulgarian social networking website. Founded in August 2008, already having more than 10 000 registered users. People can find and add friends, send them messages, add photos, music, You Tube spots and news on their profile. They can search new friends by points of interest, work places, region, hobbies. Every user profile is unique and protected.

Facts

- 5400 impressions per day
- 1000 unique visitors per day
- 8000 registered subscribers
- Over 1000 subsections already



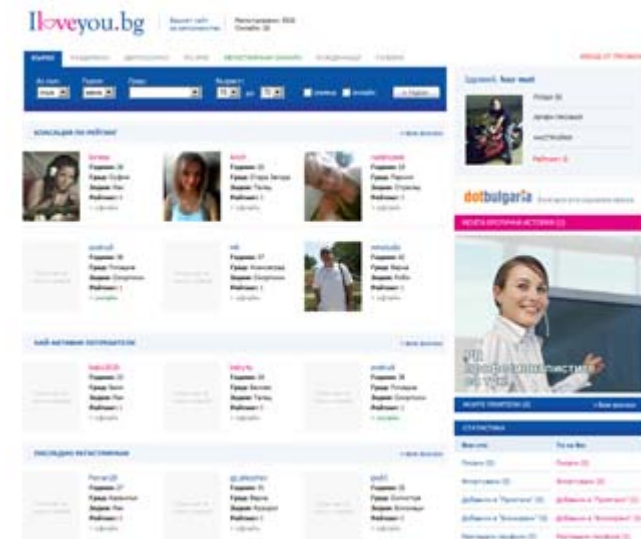
www.Iloveyou.bg

Dating service.

Iloveyou is an online dating service.

Facts

- 3000 impressions per day
- 1100 unique visitors per day
- 5000 registered subscribers





www.BBA.bg

Bulgarian Business Adviser

Navigator for the Bulgarian market situation in English language. Unique guide dedicated to the companies from all sectors of economy and their branches. The main goal of this web project is serving as the business advisor for the economy and political relations, identifies opportunities and motivates businesses for further cross-border investments.

Facts

- 3700 impressions per day
- 700 unique visitors per day
- 3000 articles



www.Bulgariantourism.com

Bulgarian Tourism Navigator.

Navigator in Bulgarian trip destinations in English Language. Unique guide dedicated to the business and personal trips to Bulgaria. Excellent overview of all of the resorts, the best hotels, any type of traveller information, beauty and spa destinations.

Facts

- 250 unique visits per day
- 550 impressions per day





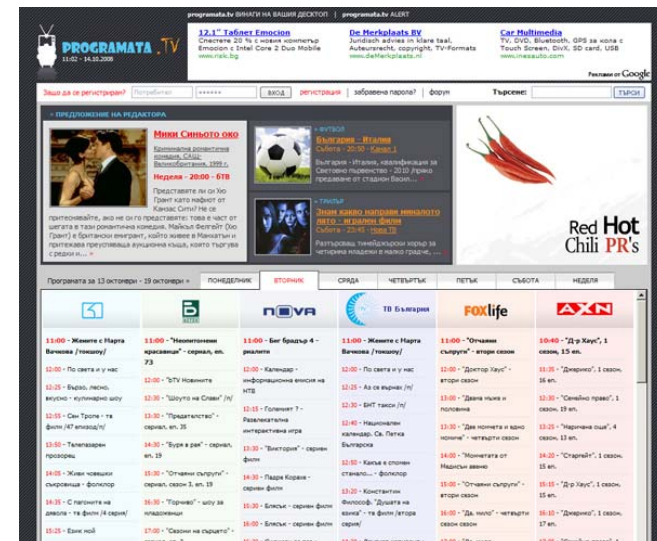
www.Programata.tv

Bulgarian TV Advisor.

Website full of information about Bulgarian TV programs.

Facts

- 700 impressions per day
- 700 unique visitors per day



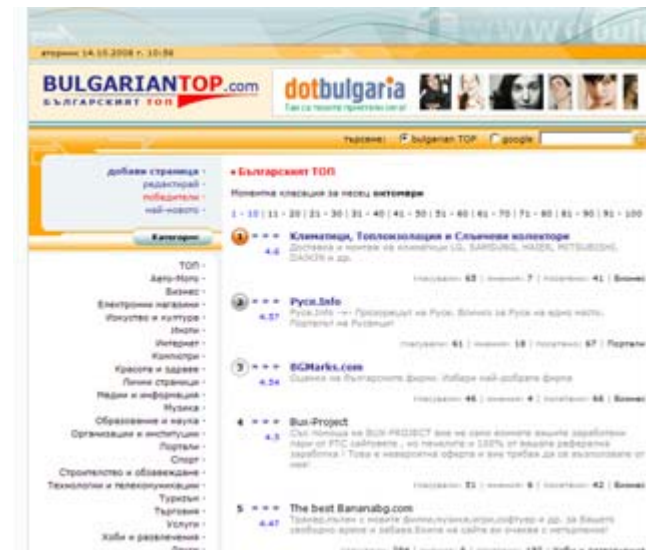
www.Bulgariantop.com

Bulgarian Ranking Report.

A website about ranking of Bulgarian websites. Only Bulgarian websites are permitted to compete. It has around 5000 sites in its database. The rating of the websites is defined by people's votes.

Facts

- 1300 unique visitors per day
- 5200 impressions per day
- 5200 websites in database





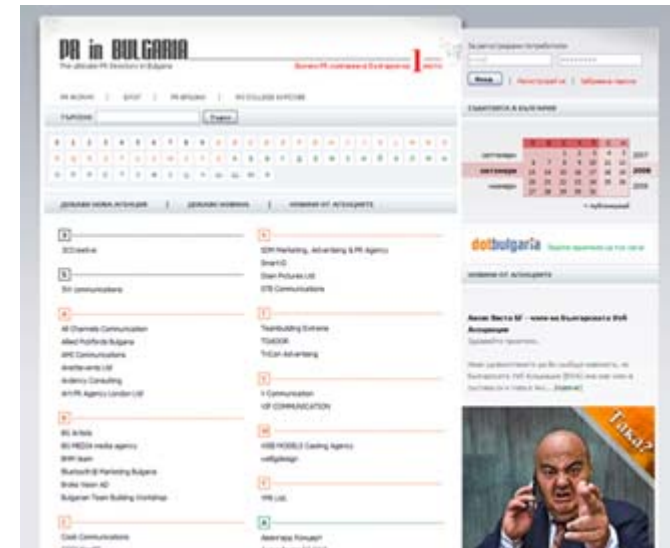
www.PRinBulgaria.com

Professional PR service.






First Bulgarian web project about professional PR services in Bulgaria.

Facts

- 120 unique visitors per day
- 1500 impressions per day










Site	Position	Size	IMP/day	Rotation	CPT	Cost/day
	A	728x90	38000	10,00%	20	76
	B1	300x250	38000	10,00%	24	91,2
	B2	300x250	38000	10,00%	18	68,4
	C1	300x80	15200	10,00%	30	45,6
	C2	300x80	22800	10,00%	16	36,48
	A	300x250	3700	10,00%	12	4,44
	A	570x80	550	10,00%	15	8,25
	B	150x40	550	10,00%	15	8,25
	A	180x150	2160	10,00%	28	6,048
	A	728x90	345000	10,00%	5	172,5
	B	300x250	345000	10,00%	6	207
	C	300x250	345000	10,00%	4	138
	D	120x120	345000	10,00%	4,5	155,25
	E	728x90	345000	10,00%	4	138





Site	Position	Size	IMP/day	Min rotation	CPT	Cost/day
 Българската социална мрежа	A	300x250	5400	10,00%	12	6,48
	B	728x90	5400	10,00%	9	4,86
	A	300x250	3000	10,00%	6	1,8
	A	300x250	700	100,00%	6	4,2
	B	728x90	700	100,00%	4	2,8
	A	468x60	5200	10,00%	10	5,2
	B	180x150	5200	10,00%	10	5,2
	A	300x250	1500	10,00%	17	2,55

Volume discounts

Volume	Discount
1500-3000	5,00%
3000-10000	10,00%
10000-25000	15,00%
25000-40000	20,00%
40000-60000	25,00%
60000-80000	30,00%
80000-100000	35,00%
100000-150000	40,00%
Over 150000	45,00%

14 days campaigning in the group sites. 20,00%

- All prices are in Bulgarian leva
- Ad files must be supplied 2 business days before the start of the campaign.
- Banners file size for all positions: up to 40 Kb. File formats - swf, gif, jpg, png, html. Flash banners: FLA file with the fonts used must be submitted together with the SWF files. The 40 Kb limit must be observed for the compressed SWF.
- Payment should be made 1 business day before the start
- IMP is guaranteed on business days. IMP is 60% lower on weekends.
- Non-commercial advertising requests (with political or religious content) must be first approved by 1 Click Media and can be canceled in case their content violates any laws or administrative stipulations.
- No advertisements of sexual services will be published or advertisements violating the ethics code or the general conditions of advertising and sponsorship.
- Every client receives a user name and password for instant access to statistics for their campaign with impressions and clicks.

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