

# RBA RATES 2022



Backcover	8.860 €
Inside Cover	7.760 €
Inside Backcover	6.650 €

Right Hand Page 1st Third of Magazine	6.650 €
Double Page	9.700 €
1/2 Page	4.160 €
1/3 Page	2.770 €
Right Hand Page 3rd Third of Magazine	6.370 €

Single Page *	5.540 €
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(\* The acquisition of this ad space does not include a specific positioning)

**SIZES**

1 Page	206x272
Double Page	412x272
1/2 Horizontal Page	206x136
1/2 Vertical Page	103x272
1/3 Vertical Page	68x272

Measurements in millimetres

**Important:**

For bleed, add 5mm to each indicated size on each side.

**Approximate Deadline:**

day 30 of each month

**Approximate Publication Date:**

day 22 of each month

**CONTRACTING:**

- 1- Advertorials and special ad spaces have a surcharge of 20%.
- 2- Advertising orders need be determined and irrevocable and no cancellation will be accepted after the deadline.
- 3- VAT and the cost of producing the originals have to be paid by the advertiser.

**CIRCULATION CONTROLLED BY OJD**

**AUDIENCE/READERSHIP CONTROLLED BY EGM**

**CHARACTERISTICS:**

American Binding



**DISPLAY**

Megabanner	CPM	desktop/tablet	728 x 90	50 Kb	20 €
Banner Mobile in heading	CPM	mobile	320 x 100	50 Kb	20 €
Sticky Mobile	CPM	mobile	320 x 100	50 Kb	32 €
MPU	CPM	desktop/tablet/mobile	300 x 250	50 Kb	22 €
MPU	CPM	desktop/tablet/mobile	300 x 600	50 Kb	25 €
Billboard	CPM	desktop/tablet	970 x 250	125 Kb	29 €
Skin	CPM	desktop	1600 x 1024	150 Kb	40 €
Pre-Roll	CPM	desktop/tablet/mobile	16:9	500 Kb	39 €
In-Text	CPM	desktop/tablet/mobile	16:9	500 Kb	35 €
Interstitial	CPM	mobile	300 x 600	50 Kb	40 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%
Video included	+ 10%

**SPONSORSHIPS**

Brand Day	Skin + 2 MPU	5.628 €
Brand Week	Skin + 2 MPU	39.480 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

**BRANDED CONTENT**

Basic Branded Content		2.500 €
	Article in Home	2 days
	Post in Facebook	1
Fortnightly Branded Content		6.000 €
	Article in Home	1 day
	Article in subhome	15 days
	Sticky	75.000
	MPU 300 x 250	225.000
Monthly Branded Content		10.000 €
	Article in Home	3 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	350.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Branded Content Monthly Plus		12.300 €
	Article in Home	7 days
	Article in subhome	1 month
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

**OTHERS**

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement		3.000 €

*Check for other publicity options*

[www.rbapublicitas.com](http://www.rbapublicitas.com)

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