

RBA RATES 2022



Backcover	19.760 €
Inside Cover	17.290 €
Inside Backcover	14.820 €

1st Right Hand Page	16.670 €
2nd Right Hand Page	16.050 €
Right Hand Page 1st Third of Magazine	14.820 €
1st Double Page	24.700 €
2nd Double Page	22.850 €
Right Hand Page 3rd part of Magazine	14.200 €
Double Page	21.610 €
1/2 Page	9.260 €
1/3 Page	6.170 €

Single Page *	12.350 €
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

1 Page	200x272
Double Page	400x272
1/2 Horizontal Page	200x136
1/2 Vertical Page	100x272
1/3 Vertical Page	66x272
1/3 Horizontal Page	200x90

Measurements in millimetres

Important:

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

Approximate Deadline:

day 24 of each month

Approximate Publication Date:

day 18 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

CARACTERISTICS:

Binding: Stapled

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	7.560 €
Brand Week	Skin + 2 MPU	38.640 €
Section Sponsorship	Skin + 2 MPU	84 €
Sponsorship Label	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 day
	Sticky	150.000
	MPU 300 x 250	400.000
	Post in Instagram/Twitter	2
	Post in Facebook	2
	Newsletter	1

OTROS

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

Check for other publicity options

www.rbapubliventas.com

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