

# RBA RATES 2024



Backcover	12.160 €
Inside Cover (simple)	10.640 €
Inside Cover (double)	19.760 €
Inside Backcover	9.120 €

1st Right Hand Page	10.260 €
Right Hand Page 1st Third of Magazine	9.120 €
Page facing....	8.740 €
1st Double Page	15.200 €
Double Page	13.300 €
1/2 Page	5.700 €
1/2 Double Page	10.640 €
1/3 Page	3.800 €

Single Page *	7.600 €
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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 20 of each month

### CONTRACTING:

- 1- Advertorials and special ad spaces have a surcharge of 20%.
- 2- Advertising orders need to 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:

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	5.880 €
Brand Week	Skin + 2 MPU	18.480 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

## BRANDED CONTENT

Weekly Branded Content		3.400 €
	Article in Home	1 day
	Article in subhome	7 days
	Display	70.000
	Social networks	Optional
Fortnightly Branded Content		6.650 €
	Article in Home	3 days
	Article in subhome	15 days
	Display	190.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Fortnightly Branded Content Plus		9.450 €
	Article in Home	7 days
	Article in subhome	15 days
	Display	250.000
	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

## INSTAGRAM

### BASIC

### BASIC WITH EDITING

### CREATIVITY

The brand provides finished product	YES	YES
The brand's material is edited for a new product	NO	YES
RBA produces new material	NO	NO

### PUBLICATION

Identification	Specific design (blueprint) + logo	Specific design (blueprint) + logo
Brand is mentioned / tagged	YES	YES
External link (in IG stories)	NO	NO

### COM. FORMATS

#### Individual formats

#### Pack formats

IG Story	YES	YES
IG Feed* (1 month)	NO	YES

PRICE	1.000 €	1.855 €
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Please contact us for other custom-made options

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

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