

## RBA RATES 2024



Backcover	20.530 €
Inside Cover	15.540 €
Inside Backcover	15.250 €

1st Right Hand Page	15.950 €
2nd Right Hand Page	15.520 €
Right Hand Page 1st Third of Magazine	15.100 €
Left Hand Page 1st part of Magazine	14.640 €
1st Double Page	31.090 €
2nd Double Page	29.570 €
Double Page	28.220 €
1/2 Page	9.230 €
1/2 Double Page	18.410 €
1/3 Page	7.055 €

Single Page *	14.110 €
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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 24 of each month

### Approximate Publication Date:

day 18 of each month

### CONTRACTING:

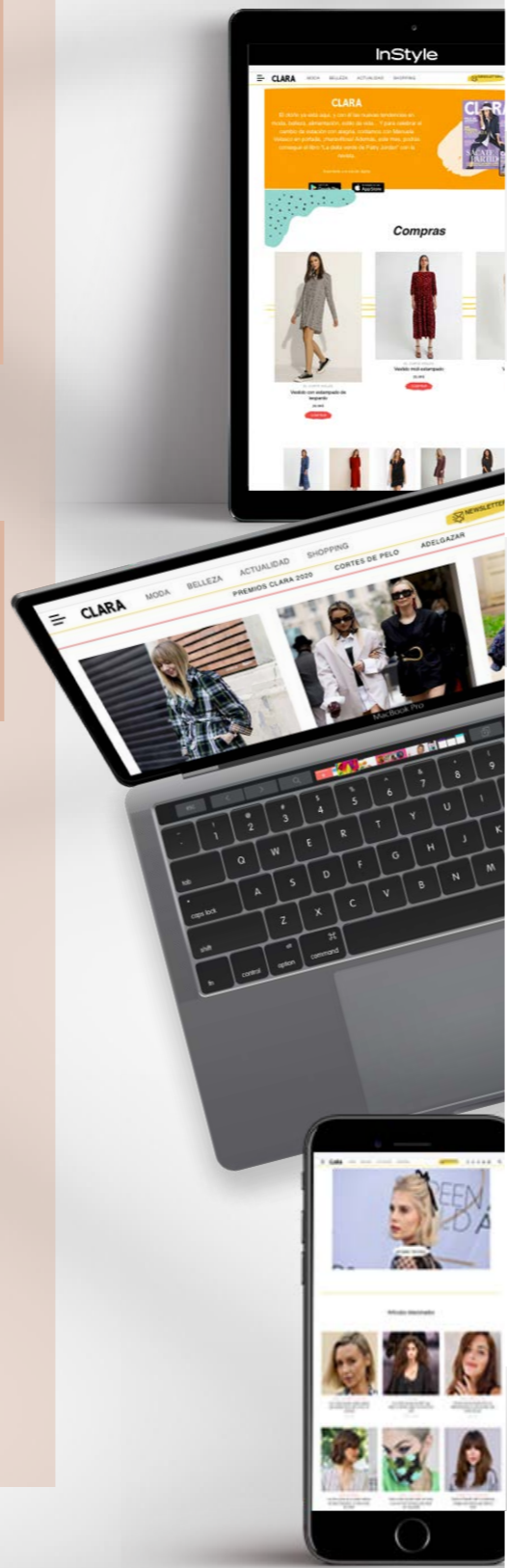
- 1- Advertorials and special ad spaces have a surcharge of 20%.
- 2- Advertising orders need be determined and irrevocable and no cancellation will be accepted after the deadline.
- 3- VAT and the cost of producing the originals have to be paid by the advertiser.

### CIRCULATION CONTROLLED BY OJD

### AUDIENCE/READERSHIP CONTROLLED BY EGM

### CARACTERISTICS:

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	11.760 €
Brand Week	Skin + 2 MPU	84.000 €
Section Sponsorship	CPM Skin + 2 MPU	84 €
Sponsorship Label	CPM Skin + 2 MPU	84 €

### BRANDED CONTENT

Weekly Branded Content		5.700 €
	Article in Home	1 day
	Article in subhome	7 days
	Display	162.500
	Social networks	Optional
Fortnightly Branded Content		17.600 €
	Article in Home	3 days
	Article in subhome	15 days
	Display	550.000
	Post in Instagram/Twitter	1
	Post in Facebook	2
Fortnightly Branded Content Plus		22.900 €
	Article in Home	7 days
	Article in subhome	15 days
	Display	650.000
	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
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### 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	1.425 €	2.850 €
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Please contact us for other custom-made options