

Advertising banners – standard positions

DESKTOP	2560x330 hero	1200x250 +300x600 angle	1200x250	880x400	880x250	300x600	1200x120 scroll	300x600 infoblock	580x200	300x250
Home page	30	30	15	15	8	15	20			
Business, headlines							15	6000 / month		10
Various columns	25	25	10			10	10	2000 / month	8	
All inclusive									8	
Photo galleries										

MOBILE	300x600	300x250	300x150
All inclusive	20	12	8

Advertising banners – rich media positions

DESKTOP	1200x250 + expand 1200x500	300x600 + expand 600x600	1200x500 floating	1200x250 + pushdown 1200x250	300x600 + splash 600x600	300x600 + expand 1200x600	1200x120 + 980x400 floor ad
Home page	25	25					
Business, headlines				35	35	30	
Various columns	20	20	45				25
All inclusive				25	25	25	

MOBILE	1080x1920 fullscreen	1080x1920 pagebreak	300x50 + expand 300x128 scroll	300x128 scroll	300x50 scroll
All inclusive	45	25	20	15	8

ALL INCLUSIVE	Instream / inview / outstream video	PreRoll / MidRoll / PostRoll min – 5 s, max – 30 s
Desktop	30	15
Mobile		

NOTES

1. Prices indicated in EUR excl. VAT / 1000 impressions (CPT).
2. Columns where advertising can be planned: Technology and science; Cars; Sports, People, Life, Citizen.
3. Inscreen (viewable) mark-up – 50 %
4. Retargeting planning mark-up – 50 %
5. Planning by keywords mark-up – 30 %
6. Banners with integrated video mark-up – 30 %
7. Not available for inscreen (viewable) angle and rich media positions.
8. In banners with integrated video, sound is possible only after activating „Sound On“ or clicking on „Play“ button.
9. Video advertising is planned in both desktop and mobile environments.
10. Technical requirements and examples of banners: <https://www.delfi.lt/apie/?page=baneriai>.
11. Technical requirements for video advertising: <https://g1.dcdn.lt/d/inner/apie/i/Techniniai-reikalavimai-video-reklamai-portale.pdf>.

Valid from 20 December 2021

Campaign restrictions

Delfi

If the campaign is planned with more than one advertisement redirect criterion, a **30% mark-up** shall apply:

1. E.g., if the advertising is viewable only to UK residents on DELFI Business, there is only one criterion, mark-up does not apply. If a second criterion is additionally assigned, e.g., to be viewable not generally on DELFI Business, but on DELFI Business in the RE column, a 30 % mark-up shall apply.
2. If one campaign has more than three redirect criteria, the DMP pricing shall be used.
3. In case of restriction of 1-4 UU (unique users) per campaign, DMP pricing shall apply.

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ADVERTISEMENT REDIRECT CRITERIA:



Location (e.g., DELFI Business > RE column)



Geo (cities – Vilnius, Kaunas etc.,
countries – UK, Ireland, etc.)



Frequency (2 times for one unique visitor
per day, 1 time for one unique visitor per
hour, etc.)

Campaign planning with **DMP*** system

Delfi

Frequency restriction mark-ups (per campaign)

Unique users	1 UU	2 UU	3 UU	4 UU	5 UU >
Mark-up	100 %	85 %	70 %	50 %	N/A

Mark-ups for advertising broadcasting to selected audience

Unique users (month)	1 mln. >	500–999 thousand	300–499 thousand	100–299 thousand	50–99 thousand	< 50 thousand
Mark-up	N/A	30 %	50 %	70 %	100 %	200 %

* Broadcasting advertising only to a specific audience based on cxense.com analytics (socio-demographics, interests, location, etc.)

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