

Standard creatives

DESKTOP	<u>2560x330</u> hero	<u>1200x250+</u> <u>300x600</u> corner	<u>1200x250</u>	<u>880x400</u>	<u>880x250</u>	<u>300x600</u>	<u>300x600</u> infoblock	<u>580x200</u>	<u>300x250</u>
Entire Delfi	25	25	15	15*	10*	10	Upon request	10**	10

MOBILE	<u>300x600</u>	<u>300x250</u>
Entire Delfi	20	12

*Ad is displayed only on Delfi Front page

**Ad is not displayed on Delfi Front page

Rich media creatives



DESKTOP	<u>1200x120</u> <u>scroll</u>	1600x400 + 1600x100 site header	<u>1200x250</u> + expand <u>1200x500</u>	<u>300x600</u> + expand <u>600x600</u>	<u>1200x500</u> <u>floating</u>	<u>1200x250</u> + pushdown <u>1200x250</u>	<u>300x600</u> + splash <u>600x600</u>	<u>300x600</u> + expand <u>1200x600</u>	<u>1200x120</u> + 980x400 <u>floor ad</u>
Entire Delfi	20	65*	25	25**	45**	35	35**	35**	35**

MOBILE	<u>1080x1920</u> <u>full screen</u>	<u>1080x1920</u> <u>page break</u>	300x128 <u>scroll</u>	<u>300x50</u> <u>scroll</u>	300x125 +300x50 site header
Entire Delfi	45	30**	20	10	30**

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Video creatives

ENTIRE DELFI**	Instream / inview / outstream video	PreRoll / MidRoll / PostRoll min - 5 s, max - 30 s
Desktop	15	15
Mobile		

NOTES

1. Prices are in Eur for 1000 impressions (CPM) before VAT.
2. To purchase viewable impressions, please contact our project manager. Viewable impressions are not measured for corner, rich media and video creatives.
3. An additional fee will be applied for non-standard creative solutions: polite zoom, integrated video, etc. This fee starts from 30 % from original price.
4. Video integrated in standard creative should start on mute.
5. Guidelines and examples of main Delfi creatives can be found here: <https://www.delfi.lt/apie/?page=baneriai>.
6. Guidelines for video creatives can be found here: <https://g1.dcdn.lt/d/inner/apie/i/Techniniai-reikalavimai-video-reklamai-portale.pdf>.

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Targeting options

Delfi

You may apply additional targeting criteria for your ad campaigns by choosing Delfi Categories, geolocation, keywords, etc. Additional fee of 30 % may be applied.

For retargeting and DMP* campaigns an additional fee of 30 % may also be applied.

*DMP (data management platform) allows to choose audience target based on users' interests, content they read and activities on the internet.

Valid from Nov 14th, 2022

TARGETING OPTIONS:



Delfi Categories (Business, Front page, Health, etc.)



Geo (Vilnius, Kaunas, UK, Norway, etc.)



Audience (DMP: pet owners, sports fans, real estate owners, etc.)