

My City

Cinema

Stage

Music

Exhibitions

Clubs & restaurants

Logos

TV

www.programata.bg

website of

ПРОГРАМАТА



web product of **PMG** PROGRAMATA
MEDIA GROUP

2 the concept

- programata.bg is **the virtual version of the free cultural guide Programata**. It incorporates information on all current events and entertainment activities taking place in the five biggest Bulgarian cities – **Sofia, Plovdiv, Stara Zagora, Varna, Burgas**.
- programata.bg is **a useful and funny source of information for the young and the active** (aged between 18 and 40) and for those who love having a good time outdoors.
- programata.bg is more than a source of information; its brand **new section My City** focuses on some of the historically significant places in Sofia, the city hotspots, as well as on local figures with interesting occupations.
- programata.bg is **updated daily** so it contains the latest, the most detailed and useful information on key events and places (cinema halls, bars, theatres, culture and entertainment centres), all that available in both **Bulgarian and English**.

Media Development

programata.bg was launched in 2002, just a year after the print version was out, and it quickly grew to be the most visited website to provide information on various cultural events. Over the following three years the other four cities, Plovdiv, Varna, Burgas, Stara Zagora, also got their own web pages.

programata.bg was established in 2002, a year after the the first paper copy was printed, and it has quickly developed into the most popular site

for cultural events in the city. The web pages of the other cities were launched soon after the Sofia issue, together with their print versions in 2008.

After a detailed audience analysis in 2008 an upgraded version of the website was launched. Its major goal is to build upon the print format and provide the reader with additional and accessible information. The site has turned into **a web-portal boasting dynamic web- design and easy-to-use navigation tools, more detailed information, better options for registered users** and even more news from the urban life. The result from our efforts came in 2009 when programata.bg won two of the yearly **Web Awards 2009** (created by the Bulgarian Web Association) in the *Lifestyle and the Special Usability Award* categories. Since 2005 the website has been covering up to 80% of the urban population having access to the Internet.

Advantages

The new programata.bg website has a fully **upgraded and dynamic design** as well as **an easy-to-use navigation tools** so that it covers **a lot more information** such as articles, interviews, news and pictures.

Unique style: non-judgmental, funny, informative, well-measured and respectful.

[Programata.bg](http://programata.bg) informs only about **upcoming events** and does not report past ones.

Personalization options: signing in on the website enables the users to vote, comment on articles, follow the events calendar and see the map of all the places in their city.



The content is divided into **several major sections**, each of which has its own home page with the upcoming events of the week listed on it.

The programata.bg home page contains **information about the key events in the respective city** and it boasts dynamic slides with accents on the topics of the day.

The My City section dates back to the end of 2011. It presents the capital city textually and photographically, looks back to the history of important places, living areas and significant people from Sofia, lists details on the latest art spaces and trends in the city.

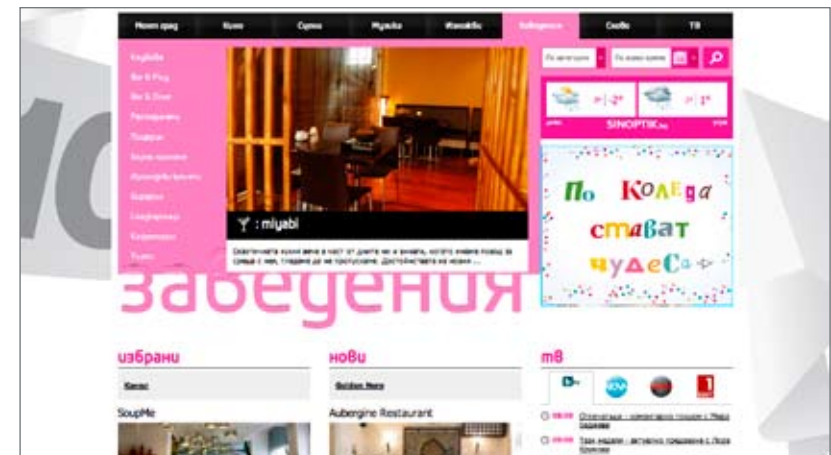
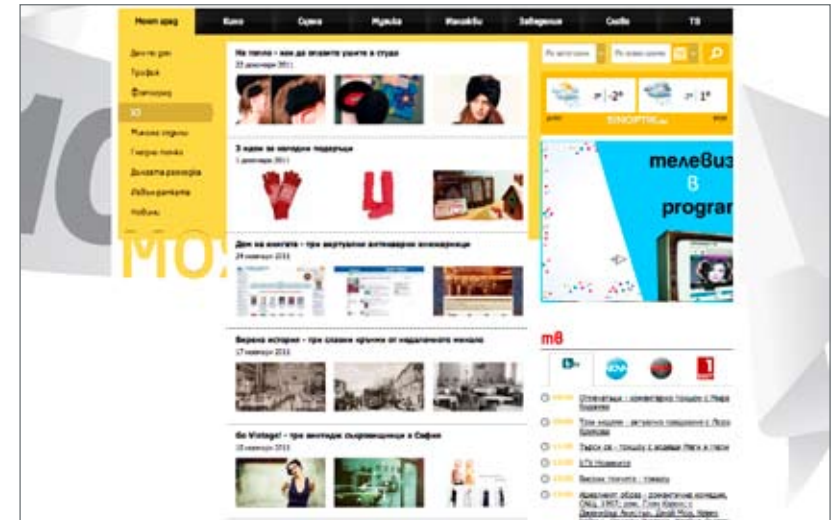
The + TV section also appeared at the end of 2011. The programmes of all national coverage and cable TV channels are listed there. +TV includes numerous interviews with the most popular TV stars and profiles of various international actors, presenters and directors.

The eight major sections of the website (My City, Cinema, Stage, Music, Exhibitions, Logos, Clubs and Restaurants, +TV) include premieres, interviews, festivals and news, showing them in the **most accessible way possible**. For a facilitated search the user can rely on the **alphabetical filter and the key-word search engine**.

The Clubs and Restaurants section provides detailed **information, pictures and overviews of good-food lovers and party people**. Each place on the website is described by the type of food served, the music, the setting, the Wi-Fi availability. This is supported by a panoramic picture of the club/ restaurant and a map location.

Registering on the website **enables the users to leave comments, vote an access the integrated events calendar** for which the system provides an automatic reminder.

The search engine provided for each of the sections gives access to the website's huge database of past events. It also **has a start and end date tool** which makes it even **more functional** (the tool is just below the main menu).



60 000

daily impressions

100 000

real monthly users

Affinity index:

**average above
120**Average time
spent on the site
by a single user:**7,58 min**Average time per
impression:**44 sec**Average number
of pages opened
by a user:**10,85****Sex**

men	39,76%
women	60,24%

Age

[25-45]	54,35%
[15-24]	30,09%
[25-34]	32,82%
[35-44]	19,85%
[45-54]	9,84%
[55+]	7,40%

Education

Primary	10,53%
Secondary	45,00%
Bachelor or Semi-higher	6,13%
Master or Phd.	38,00%

Average Monthly Income

above 800 BGL	23,00%
above 1400 BGL	16,62%

Residence

Sofia	53,79%
Varna	7,43%
Plovdiv	11,23%
Bourgas	4,00%

Others:

Buy online	47,00%
Have insurance	22,00%
Have a car	34,81%
Have a credit card	28,91%
Have a real estate property	31,62%



* Data: Gemius

Position	Size	Targeting	Guaranteed Daily Impressions	Price
Banner	728x90 px	all pages	60 000	12 BGL
Banner	300x250 px	all pages	60 000	14 BGL
Banner	468x60 px	all pages	60 000	6 BGL
Banner	215x90 px	all pages	60 000	10 BGL
Banner	300x650 px	all pages	60 000	30 BGL
Banner	300x1000 px	all pages	60 000	40 BGL
TVC / Video Banner	300x250 px	all pages	60 000	25 BGL
Branding (Wallpaper)	1980x1000 px	all pages	60 000	35 BGL
Page Overlay	960x600 px	all pages	60 000	35 BGL
Megaboard (horizontal)	960x200 px	all pages	60 000	30 BGL
Megaboard Expandable	960x500 px	all pages	60 000	40 BGL
Floating u Expandable Banner		all pages	60 000	30 BGL
Video Strip Banner		all pages	60 000	30 BGL
PR		by city, all pages	60 000	2 000 BGL weekly

Volume Discounts	
3001 – 5000 BGL	5%
5001 – 8000 BGL	7%
8001 – 11 000 BGL	9%
11 001 – 20 000 BGL	11%
20 001 – 30 000 BGL	14%
30 001 – 40 000 BGL	15%
40 001 – 50 000 BGL	16%
50 001 – 70 000 BGL	18%
70 001 – 100 000 BGL	20%
above 100 001 BGL	22%

* Discounts are based on the accumulated volume of each advertiser in the course of a calendar year in programata.bg and conquistador.bg

Terms:

- * The prices given are per 1000 impressions (CPM)
- * For fixed positions in sections/cities - surcharge of 50% on the rate card prices
- * All prices are in BGL and VAT excluded
- * In case of other special formats, please contact us on sales@programata.bg
- * Deadline for receiving an order is not later than 2 working days before starting date of an advertising campaign

- * Deadline for receiving files is not later than 2 working days before starting date of an advertising campaign
- * Order should include calculation of an advertising campaign for the required period based on the total of guaranteed impressions. The minimal period of an advertising campaign is 5 days
- * In case of a preliminary termination of an advertising campaign, the client pays the number of impressions up to the moment of termination

technical requirements for Standard, TVC/Video Banner

Specifications and technical requirements:

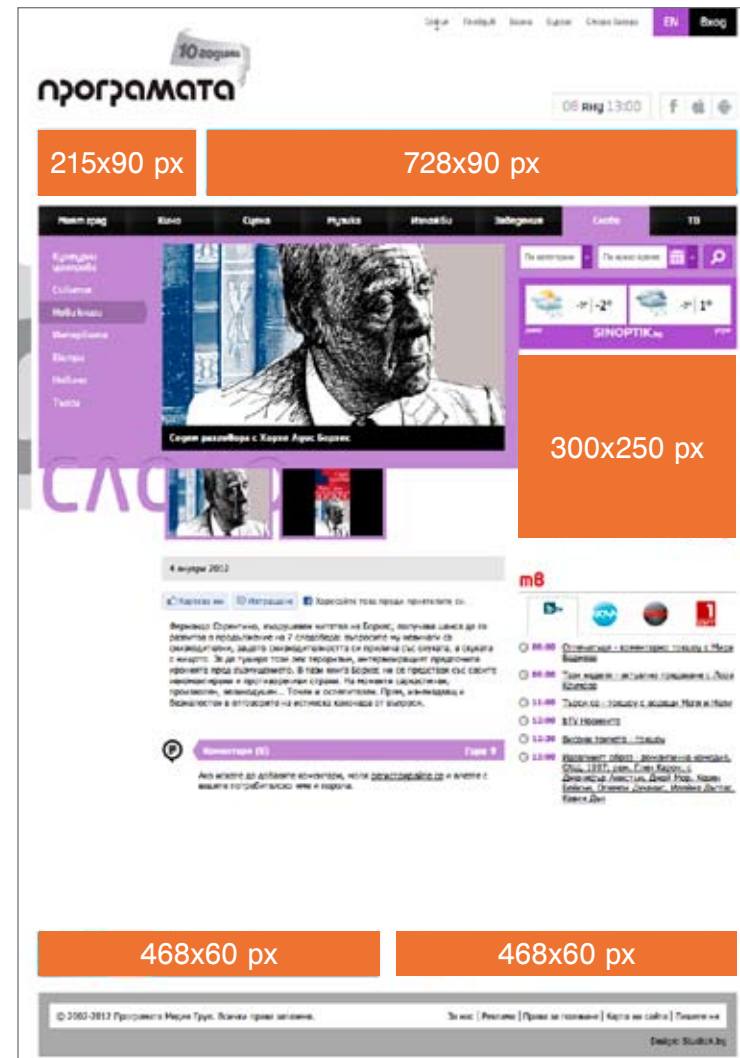
- Banners should be in a swf, jpg or a gif format, not exceeding 50 kB.
- TVC banners shouldn't exceed 1 MB.
- Banners start muted. Sound could only be activated after an action on the side of the user.

Standard banners sizes:

- 215x90 px; 728x90 px; 300x250 px; 468x60 px

TVC/Video banner size:

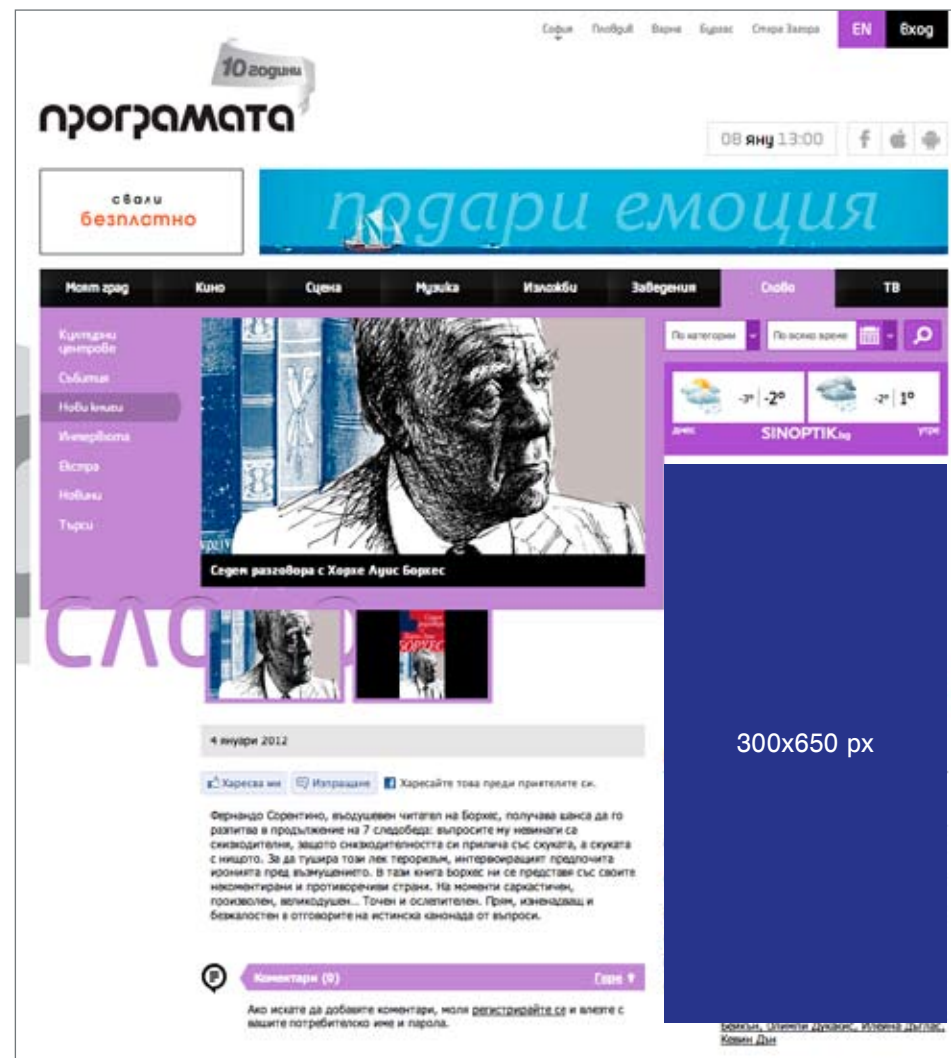
- 300x250 px



technical requirements for Banner 300x650

Specifications and technical requirements:

- Banners should be in swf, jpg or gif format, not exceeding 50 kB.
- TVC banners shouldn't exceed 1 MB.
- Banners start muted. Sound could only be activated after an action on the side of the user.
- Files needed: .swf / .jpg / .gif
- Maximum of: 50 kB



300x650 px

Banner 960x200 Megaboard:

Specifications and technical requirements:

- Banners 215x90 and 728x90 stay hidden when page is opened.
- Files needed: .swf / .jpg / .gif
- Maximum of: 100 kB

Banner 960x500 Megaboard Expandable:

Specifications and technical requirements:

- Shrink size – 960x200px.
- Banners 215x90 and 728x90 stay hidden when page is opened.
- Banner expansion starts only after an action on the side of the user.
- Needed files: .swf
- Maximum of: 100 kB



technical requirements for Floating Banner

300x250 Floating banner:

Specifications and technical requirements:

- Banner should consist of one part, regardless of its floating part.
- A close button of obligatory.
- Files needed: .swf
- Maximum of: 100 kB

728x90 Floating banner:

Specifications and technical requirements:

- Banner should consist of one part, regardless of its floating part.
- A close button of obligatory.
- Files needed: .swf
- Maximum of: 100 kB



Floating Banner

technical requirements for Expandable Banner (roll over)

300x250 Expandable banner:

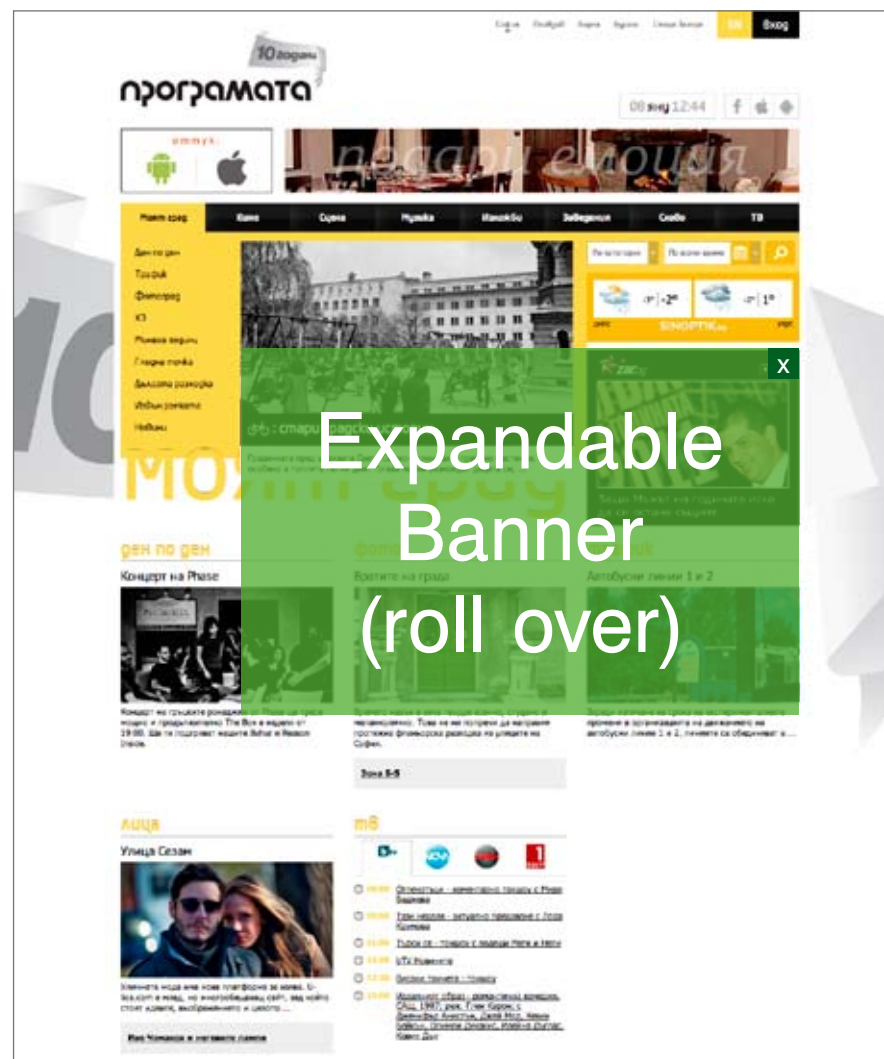
Specifications and technical requirements:

- Banner should consist of one part, regardless of its floating part.
- Files needed: .swf
- Maximum of: 100 kB
- Banner expansion starts only after an action on the side of the user.

728x90 Expandable banner:

Specifications and technical requirements:

- Banner should consist of one part, without size limits.
- Files needed: .swf
- Maximum of: 100 kB
- Banner expansion starts only after an action on the side of the user.



technical requirements for Page Overlay

Specifications and technical requirements:

- Size – not exceeding 960x600 px.
- When the website is loaded, the banner would show for 7 seconds and then hide automatically. Once per every unique customer.
- Files needed: .swf / .jpg / .gif
- Maximum of: 50 kB



Technical requirements for Branding (Wallpaper) and PR article

Branding (Wallpaper)

Specifications and technical requirements:

- Banner could only be a picture (jpg, gif, png).
- No restrictions in width but height shouldn't exceed 1000 px with a recommendation of 800 px.
- At the center of the picture (under the site contents) there would be an invisible part left, 980 px wide.

The image is fixed in a position and is always visible when scrolling.

PR Article:

Specifications:

Texts for PR articles are welcome not later than 7 working days before publication date. Articles are checked and if necessary - edited in accordance with the Programata style. The PR article is then sent to the client for approval.

Технически изисквания:

text: not longer than 2000 symbols

photos/pictures: tif/jpg format – 300 dpi, not less than 500 kB in size.



Javascript functions required by the non-standard banners

In ActionScript of the non-standard banners there should be listed the functions that show or hide the non-standard part:

300x250 Floating banner and 300x250 Expandable

For showing of the floating part or stretching – showRight();

For hiding the floating part or shrinking – hideRight();

728x90 Floating banner and 728x90 Expandable

For showing of the floating part or stretching – showTop();

For hiding the floating part or shrinking – hideTop();

Megaboard Expandable

For stretching – showMega();

For shrinking – hideMega();

ActionScript 2 example

```
on (rollOver) {
    getURL("javascript:showRight()","_self");
}
on (rollOut) {
    getURL("javascript:hideRight()","_self");
}
```

All flash banners should have an incorporated clicktag:

```
on (release) {
    if (clickTAG.substr(0,5) == "http:") {
        getURL(clickTAG,clickTARGET);
    }
}
```

PMG PROGRAMATA
MEDIA GROUP
publisher of

ΠΡΟΓΡΑΜΑΤΑ

conQUIZtador



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