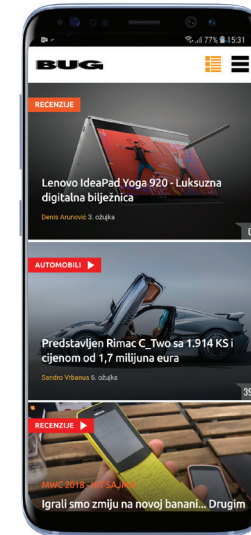
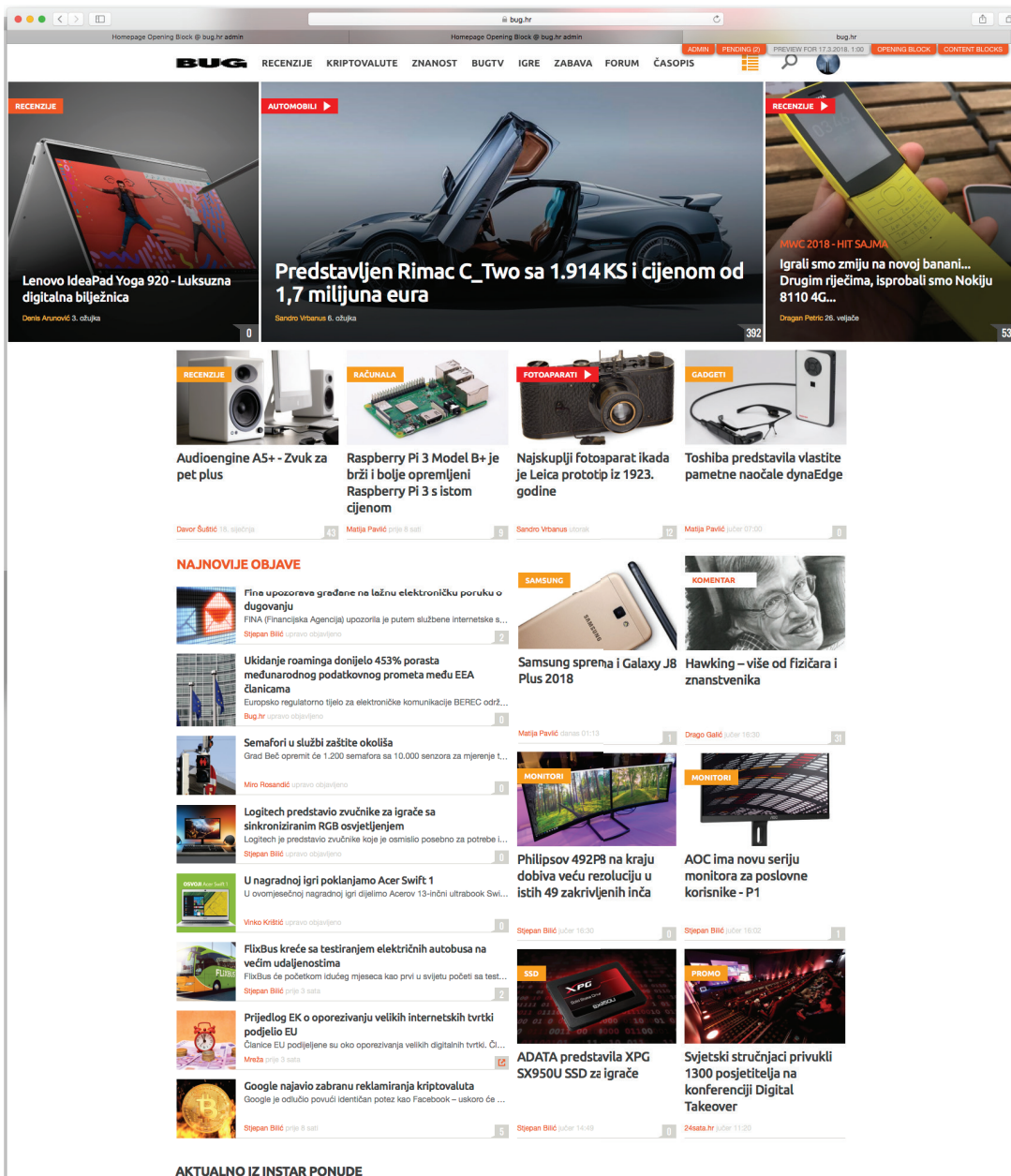


**BUG**

BUG.HR mediakit



**BUG.HR** was born in 1995 and it is the leading IT portal in Croatia and region. By reach, sessions and unique visitors it's placed between the first 20 sites in Croatia with continuous growth. It is a leading media in speed of publishing information and the quality of IT news.

**BUG.HR** also contains the biggest IT forum with over 133.000 registered users and over 6.2 million posts. According to various substantive popularity researches, Bug.hr is doubtless the number one IT media in the region.

Although it is among the top 20 portals in Croatia by the total number of visitors, Bug.hr is predominantly the first choice for advertisers because of its specific visitor population.

If you want your ad to be very precise and to reach targeted group of specific users, choose the qualities and benefits that Bug.hr offers.

## TARGETED USERS

- Computer and IT lovers, Auto-moto followers, Opinion makers, Early adopters and Influencers
- Primarily male population with above average income
- Advanced IT users – Net banking, web shopping, new forms of payment, etc.



### Users

**691,633**

% of Total: 100.00% (691,633)



### Sessions

**1,231,105**

% of Total: 100.00% (1,231,105)



### Pageviews

**2,604,853**

% of Total: 100.00% (2,604,853)



### Avg. Time on Page

**00:01:54**

Avg for View: 00:01:54 (0.00%)



### Avg. Session Duration

**00:02:07**

Avg for View: 00:02:07 (0.00%)



### Pages/Session

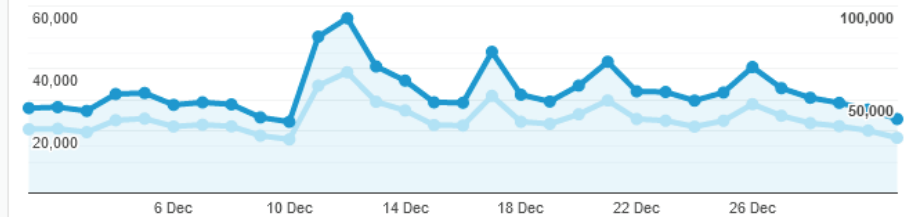
**2.12**

Avg for View: 2.12 (0.00%)



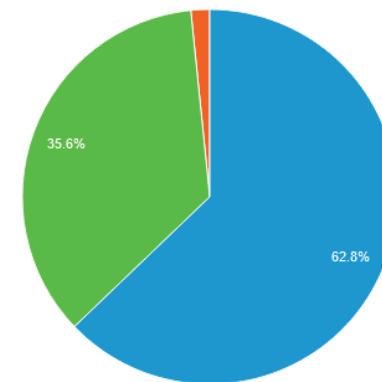
### Users and Sessions

● Users ● Sessions



### Sessions by Device Category

■ mobile ■ desktop ■ tablet



| DISPLAY BANNERS (png, jpg, gif, html5) |      |         |  |
|--|------|---------|--|
| AD                                     | CPM  | Device  | Position   |
| 970x500                                | 30 € | Desktop | Homepage (between sections)  |
| 970x250                                | 15 € | Desktop | Homepage (between sections), Articles (top), Forum (between posts, bottom)               |
| 300x250                                | 12 € | Desktop | Articles (bottom, sidebar)   |
| 300x600                                | 15 € | Desktop | Articles (sidebar)   |
| *600x500                               | 15 € | Mobile  | Homepage (between sections), Articles (top, inside content), Forum (top, bottom)         |
| 300x250                                | 15 € | Mobile  | Homepage (between sections), Articles (top, inside content, bottom), Forum (top, bottom) |
| 300x600                                | 18 € | Mobile  | Homepage (between sections), Articles (inside content, bottom)                           |
| *600x1200 fullpage parallax            | 40 € | Mobile  | Homepage (between sections)  |

\* responsive banner (from edge to edge), only static formats (png, jpg), no *third party* delivery

For prices and custom formats please contact us directly

CPM - *Cost per mille*, a price for 1000 impressions of banner

All prices are VAT excluded

| CONTENT TYPE                  | TECHNICAL CHARACTERISTICS                  | ADDITIONAL  | PRICE   |
|-------------------------------|--|---|---------|
| Sponsored (PR) article        | 2-3 standard pages, 2-3 images, 2-3 links  | written by client                                     | 700 €   |
| Native article                | 2-3 standard pages, 2-3 images, 2-3 links  | written by media with the possible help of the client | 2,000 € |
| More extensive native article | 4-5 standard pages, more images, 2-3 links | written by media with the possible help of the client | 3,000 € |
| Extended research topic       | 7-8 standard pages, more images and links  | written by media with the possible help of the client | 5,000 € |

| NATIVE ADS (PRODUCT SCROLLER)              | ELEMENTS INCLUDED   | ADDITIONAL                                   | PRICE BY WEEK |
|--|---|--|---------------|
| Homepage, top section (4 items visible)    | Client logo, product image, description above the product, product name, short specifications, short caption above the image, current price, old price, link, CTA button, automatic product scrolling | the client changes the content independently | 1,000 €       |
| Homepage, bottom section (4 items visible) |   |  | 600 €         |
| Below Article (3 items visible)            |   |  | 1,000 €       |
| Below Comments (3 items visible)           |   |  | 600 €         |

| ADDITIONAL PROMOTION  | PRICE |
|---|-------|
| Article recommendation in sidebar (5 days)  | 700 € |
| Publication of a link to an article with a picture and title inside the weekly newsletter | 200 € |
| Position in homepage opening block, 2 <sup>nd</sup> -3 <sup>rd</sup> row (8 hours)        | 300 € |
| Position in homepage opening block, 2 <sup>nd</sup> -3 <sup>rd</sup> row (24 hours)       | 700 € |

The prices are VAT excluded

## WHAT DO WE PROVIDE?

- Free advices for optimal promotion
- Individual and professional approach
- Detailed advertising statistics

## TERMS OF PAYMENT

- Advance payment discount: 5%
- Agency commission: 20%
- Quantity discount: by request
- Surcharge for audio effects: 50%
- Surcharge for requested position: 20%
- Surcharge for ad timing: 20%
- Surcharge for ad design service: by request

## DISCLAIMER

The media reserves the right to refuse the publication of an ad, if it in any way violates the general regulations and laws of the Republic of Croatia and the EU, insults, discriminates or thematically does not fit into the content of the portal. The advertiser is solely responsible for the content of the ad.

## CONTACT

E-mail: [marketing@bug.hr](mailto:marketing@bug.hr)

Phone: **+385 1 3821 555**

## TECHNICAL INSTRUCTIONS

Supported file formats: jpg, png, gif, HTML5, HTML tag (a script that shows the banner from 3<sup>rd</sup> party location)

Maximum allowed size of the banner: 300 kB

### In HTML5 formats please take this into consideration:

Don't do anything in Animate. Don't create button. Edit exported html file.

Add bolded code with your dimensions in html file in </head> section

```
<head>
<meta name="ad.size" content="width=300,height=250"> // your dimensions
<script type="text/javascript">var clickTag = "https://www.google.com"; </script> // your link
</head>
```

In </body> section wrap </canvas> tag with <a href> tag:

```
<body onload="init();" style="margin:0;">
  <a href="javascript:window.open(window.clickTag)">
    <canvas id="canvas" width="300" height="250"></canvas> // your dimensions
  </a>
</body>
```

## AD DELIVERY

A deadline for sending ad materials is at least one working day before the start of campaign

Please send ads to e-mail [oglas@bug.hr](mailto:oglas@bug.hr) or by another prearranged channel

Don't forget to send a hyperlink where the banner has to be redirected