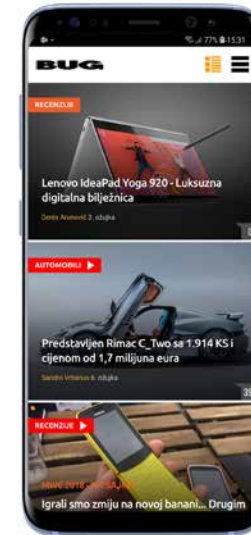
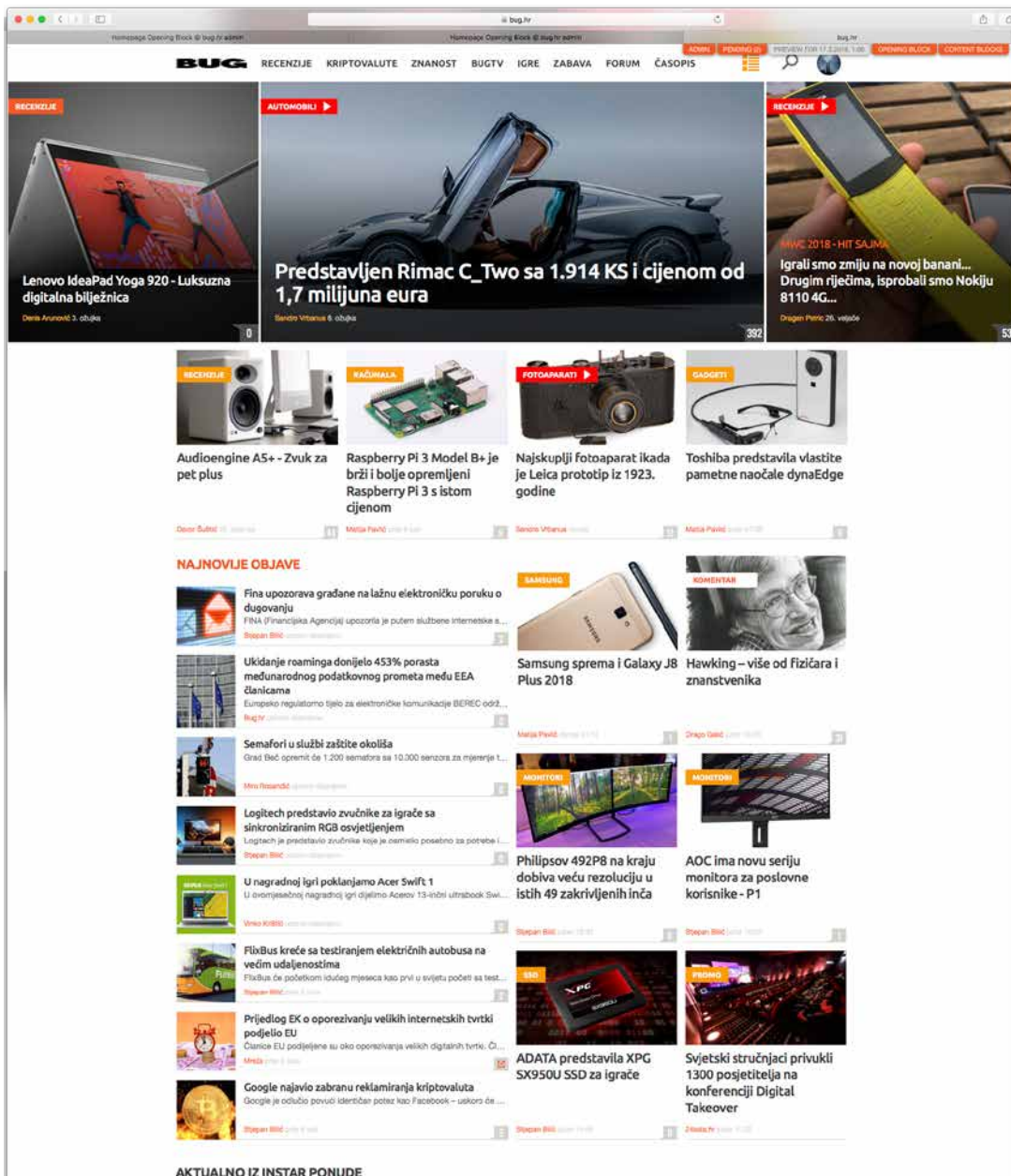


**BUG**

BUG.HR mediakit 2018



**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 110.000 registered users and over 5.3 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 Online 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.

Bug OnLine  
All Web Site Data

## Bug Online Statistics

1 Jan 2018 - 31 Jan 2018

All Users  
100.00% Sessions

### Users

**749,301**

% of Total: 100.00% (749,301)

### Sessions

**1,500,337**

% of Total: 100.00% (1,500,337)

### Pageviews

**3,749,896**

% of Total: 100.00% (3,749,896)

### Avg. Time on Page

**00:02:05**

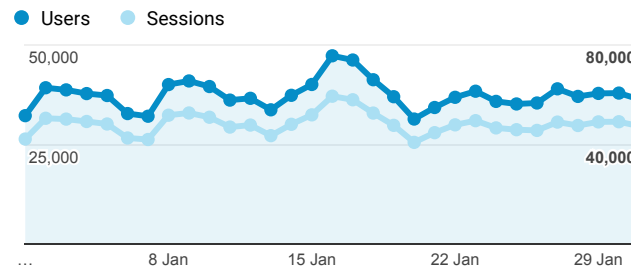
Avg for View: 00:02:05 (0.00%)

### Avg. Session Duration

**00:03:08**

Avg for View: 00:03:08 (0.00%)

### Users and Sessions

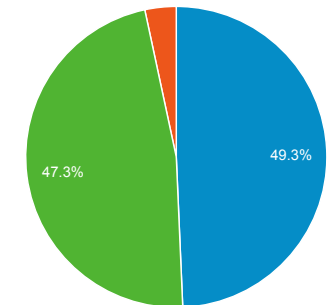


### Users and Pageviews by Device Category

Device Category	Users	Page Views
mobile	386,109	1,510,896
desktop	340,676	2,077,754
tablet	23,678	121,065

### Sessions by Device Category

mobile desktop tablet



Ad	HOMEPAGE			CATEGORY		ARTICLE					FORUM
	top	first half	second half	top	bottom	top	sidebar (1)	sidebar (2)	bottom	inside	top, middle, bottom
970x500	55 €	35 €	26 €	35 €	26 €	35 €					
970x250	18 €	18 €	13 €	18 €	13 €	18 €					18 €
300x250 mobile	18 €	18 €	13 €	18 €	13 €	18 €	8 €	6 €	18 €	18 €	18 €
300x250 desktop							10 €	8 €	10 €	18 €	
300x600 desktop							16 €	13 €			
728x90	12 €	12 €	10 €	12 €	10 €	12 €					8 €
fullpage parallax mobile		35 €	26 €						26 €	35 €	

The prices are displayed in EUR for 1.000 impressions of banner (CPM)

CONTENT TYPE	TECHNICAL CHARACTERISTICS	ADDITIONAL	PRICE
Promo article	up to 3.500 characters, 2-3 images, 2-3 links	written by client	<b>400 €</b>
Native article	up to 3.500 characters, 2-3 images, 2-3 links	written by media	<b>1.200 €</b>
Extended research topic	up to 15.000 characters, many images, links	written by media	<b>4.000 €</b>

NATIVE ADS (PRODUCT SHOWCASE)	ADDITIONAL	PRICE PER WEEK
Homepage (4 items)	client changes content independently	<b>1.100 €</b>
Below articles (3 items)	client changes content independently	<b>1.100 €</b>

ADDITIONAL PROMOTION OF CONTENT	PRICE
Boost on socials	<b>real promotion cost</b>
Article recommendation (3 days)	<b>700 €</b>
Position in homepage opening block (24 hours)	<b>700 €</b>

Content size	Translation (EN - HR)
below 1.500 characters	<b>50 €</b>
1.500 - 3.000 characters	<b>70 €</b>
3.000 - 7.000 characters	<b>100 €</b>
above 7.000 characters	<b>individually</b>

The prices are VAT excluded

Bug d.o.o. remains the right to refuse publishing an ad which has a derogatory or offensive content and that in any way violates the laws of the Republic of Croatia or a positive business practice.

## 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 geolocation: 30%
- Surcharge for ad design service: by request

## 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 = "http://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></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