



GRUPPO FINELCO – LISTINO WEB 2013

Siti web: 105.net | rmc.it | virginradio.it | ilsitodellozoo.com

Tipologia		Formato ADV	Sezione	CPM Listino
DISPLAY	FLASH	Leaderboard 728x90	HP + ROS	€ 50,00
		Leaderboard EXP 728x90 ->728x250	HP + ROS	€ 60,00
		Medium Rectangle 300x250	HP + ROS	€ 90,00
		Medium Rectangle EXP 300x250 ->500x500	HP + ROS	€ 130,00
		Skin	HP + ROS	€ 180,00
		Custom (Skin+Leaderboard+Medium Rec)	HP (esclusiva per un giorno)	€ 250,00
			HP (ad impression)	€ 225,00
		Custom (Skin+Push Down+Medium Rec)	HP (esclusiva per un giorno)	€ 315,00
			HP (ad impression)	€ 300,00
		Push Down	HP + ROS	€ 150,00
		Floor Ad	HP + ROS	€ 100,00
		Floor Ad EXP 980x90 ->980x250	HP + ROS	€ 130,00
		Peelback Ad	HP + ROS	€ 200,00
		Intro Fullscreen	HP	€ 200,00
	Floating Ad 600x430	ROS (no HP)	€ 180,00	
	Interstitial 600x430	ROS (no HP)	€ 200,00	
	Masthead*	HP / Streaming FM	€ 200,00	
	Wide Sky 160x600*	ROS (no HP)	€ 80,00	
	VIDEO	Leaderboard EXP VIDEO	HP + ROS	€ 60,00
		Medium Rectangle VIDEO 300x250	HP + ROS	€ 90,00
Medium Rectangle EXP VIDEO 300x250 ->600x430		HP + ROS	€ 130,00	
Push Down VIDEO		HP + ROS	€ 150,00	
Floor Ad EXP VIDEO 980x90 ->980x250		HP + ROS	€ 130,00	
Intro Fullscreen VIDEO		HP	€ 200,00	
Floating Ad VIDEO 600x430		ROS (no HP)	€ 180,00	
Interstitial VIDEO 600x430		ROS (no HP)	€ 200,00	
Video Spot Pre Roll 600x430		Video On Demand	€ 200,00	
Spot web radio (prezzo a spot)		Web radio	€ 25,00	
Spot web TV (prezzo a spot)	Web TV	€ 50,00		
MOBILE	FLASH	Banner – Mobile	Mobile App	€ 150,00
		Interstitial – Mobile	Mobile App	€ 180,00
		Toaster – Mobile	Mobile App	€ 160,00
	VIDEO	Toaster VIDEO – Mobile	Mobile App	€ 160,00
Interstitial VIDEO – Mobile		Mobile App	€ 180,00	
PUBBLIREDAZIONALE	Pagina pubblicitaria	Pagina web	€ 1.500,00	

			RADIO 105	VIRGIN RADIO	RMC	ZOO DI 105
SOCIAL	Post	Facebook fan page	€ 1.400,00	€ 1.200,00	€ 1.000,00	€ 1.700,00
	Tab	Facebook fan page (a settimana)	€ 1.800,00	€ 1.500,00	€ 1.400,00	€ 2.000,00
	Tweet	Twitter	€ 1.200,00	€ 800,00	€ 800,00	€ 1.000,00
	Post	Google+	€ 600,00	€ 600,00	€ 600,00	€ 500,00