

# Standard creatives

<b>DESKTOP</b>	<u>2560x330</u> <b>hero</b>	<u>1200x250+</u> <u>300x600</u> <b>corner</b>	<u>1200x250</u>	<u>880x400</u>	<u>880x250</u>	<u>300x600</u>	<u>300x600</u> <b>infoblock</b>	<u>580x200 /</u> <u>580x400</u>	<u>300x250</u>
<b>Entire Delfi</b>	<b>25</b>	<b>25</b>	<b>15</b>	<b>18*</b>	<b>12*</b>	<b>12</b>	<b>Upon request</b>	<b>12** / 18**</b>	<b>12</b>

<b>MOBILE</b>	<u>300x600</u>	<u>300x250</u>
<b>Entire Delfi</b>	<b>24</b>	<b>15</b>

\*Ad is displayed only on Delfi Front page

\*\*Ad is not displayed on Delfi Front page

# Rich media creatives

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

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

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# Video creatives

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

## 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>.**

**\*\*Ad is not displayed on Delfi Front page**

# 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 Jan 1st, 2024

## 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.)