

Platform Locals.md

- **News placement on homepage** _____ **€190**
 - + social media (Facebook, Telegram, Instagram Stories) + Meta boost (3 days) _____ €80
 - + second language version _____ €20
 - Total with all options** _____ **€290**
- **News + social media + basic boost** _____ **€250**
- **Featured post on homepage / day** _____ **€50**
 - maximum 3 days _____ €150
- **10 news package** _____ **€1500**
- **News writing & placement on homepage** _____ **€250**
 - + social media (Facebook, Telegram, Instagram Stories) + Meta boost (3 days) _____ €80
 - + second language version _____ €20
 - Total with all options** _____ **€350**
- **Writing & publishing an article / interview** _____ **€300**
- **Photo report** _____ **€450**
- **Video report from an event + publishing** _____ **€800**
- **Mini-film production from** _____ **€1500**

Social Media

- **Instagram carousel post** _____ **€250**
- **Instagram Reel** _____ **€500**
- **Instagram Stories (1 story)** _____ **€50**
- **Instagram Stories (set of 3)** _____ **€100**
- **Instagram package: 1 Reel + 3 Stories** _____ **€550**
- **Facebook post** _____ **€50**
- **Telegram post** _____ **€50**

Native Advertising & Special Formats

■ Special Design Article

Multimedia format including:
Content creation & custom design.

Price from _____ **€700**

Example

■ Special Project

Multimedia special project including:
Content strategy, design & development

Price from _____ **€2000 - €5000**

Example

■ SEO Posts _____ **€100**

SEO article placement (not on homepage) with Do-follow link included

➤ Client Brief

To ensure high-quality and effective native placements, clients are asked to complete a brief prior to publication.

➤ Native Advertising Guide

Locals works with editorial-first native advertising, where branded content is integrated organically into the platform's editorial environment.

Banner Advertising and standard formats

format	type	placement	traffic share	Price, € / month
250 x 380	Vertical side banner	Dynamic, all pages	50% of site impressions	€350
1050 x 250	Top horizontal banner	Dynamic, all pages	50% of site impressions	€550
Rich-media 380x260	Hover-over banner overlay on page	Static	100% of site impressions	€750
Special section	Special section + homepage tab	Static	Depends on section	€650
320x 50 Mobile banner	Top horizontal banner	Static	100% of site impressions	€250

■ Banner Advertising by impressions

Rich media & Billboard _____ **€3 / 1000 impressions**

Side Banner _____ **€2 / 1000 impressions**

Non-Standard Formats

format	type	placement	traffic share	Price, €/ month
Full homepage branding	Include Top & Side banners	Static	100% of site impressions	€1300

■ Custom packages available on request

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