

## RBA Rates 2026

### DISPLAY

Site	Device	Sizes	Weight	Fee
Megabanner/Sticky	desktop/tablet/mobile	970x90px/728x90px/320x50px	50 Kb	50 €
Page stealers	desktop/tablet/mobile	320 x 250px	50 Kb	50 €
Robadoble	desktop/tablet/mobile	300 x 600px	50 Kb	70 €
Billboard/Sticky	desktop/tablet/mobile	970x250px/728x90px/320x100px	50 Kb	70 €
Skin/Sticky	desktop/tablet/mobile	1920x1024px/728x90px/320x100px	150 Kb	80 €
Pre-Roll	desktop/tablet/mobile	16:9	500 Kb	90 €
In-Text	desktop/tablet/mobile	16:9	500 Kb	60 €
Topscroll	desktop/tablet/mobile	2560x1420px	3,5 MB	120 €
Midscroll	desktop/tablet/mobile	2560x1420px	3,5 MB	120 €

Drop-down	+ 10%
Geographical Segmentation	+ 10%

### SPONSORSHIPS

Brand Day	CPM	Skin/header format + 2 page stealers	120 €
Brand Week	CPM	Skin/header format + 2 page stealers	84 €
Global Brand Day	CPM	Skin/header format + 2 page stealers	50 €
Section Sponsorship	CPM	Skin/header format + 2 page stealers	84 €
Tag Sponsorship	CPM	Skin/header format + 2 page stealers	84 €

### BRANDED CONTENT

Weekly Branded Content		5.200 €
	Home	1 day
	Subhome	7 days
	Display	150.000
	IG Story	1
Standar Branded Content		8.000 €
	Home	2 days
	Subhome	10 days
	Display	250.000
	IG Story	1
	Facebook Post	1
Fortnightly Branded Content		12.800 €
	Home	3 days
	Subhome	15 days
	Display	500.000
	IG Story	2
	Facebook Post	1

### OTHERS

Display Newsletter	CPM	40 €
Sponsorship Newsletter	CPM	84 €
Product Placement	CPM	3.000 €

[Check for other publicity options](#)

### FORMATS / SPECIAL ACTIONS

#### CREATION OF A SITE

Basic proposal	19.000 €
Additional content	tba

#### Sponsored recipes

1 recipe	500 € / week
4 recipes module	1.000 € / week

#### MULTIPLE RECIPE MODULE

Sponsored module	1.000 € / week
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#### VIDEOS

Product Placement	3.800 €
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#### ONLINE SUPERMARKET

Online shopping acces	tba
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#### AFFILIATED PRODUCTS

Affiliation	tba
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### INSTAGRAM

Social Media Formats: Posts / Reels / Galleries
Contest
Quiz
Darkpost
Unboxing
Haul
Lives



Cost depending on scope.

Consult with the sales team for other advertising actions.