

Price list for advertising in ZGIS



The name of the advertising positions		Where it is placed	Price 1 month	Price 3 months	Price 6 months	Price 12 months
Geo-contextual advertising						
Package Positions						
Package «All Inclusive»						
This package allows the advertiser to stand out in the list of companies in the category and get more users' attention. Online version: Classifieds in the search results, Comment on a company card, advertising link in a company card, advertising marker on the map, the location in the list above non-advertisers, branded card: badge and logo in the card. Mobile version: Classifieds in the search results, Comment on a company card, location in the list above non-advertisers, advertising link in a company card, advertising marker on the map, the branded card: badge and logo in the card.		Electronic Directory based on the ZGIS.Cyprus Business listing (PC version); Zgis.com.cy internet platform based on the Business listings; ZGIS.Cyprus; Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	100,0	300,0	600,0	1 200,0
Basic priority		Electronic Directory based on the ZGIS.Cyprus Business listing (PC version)				816,0
Basic priority activation						60,0
Additional positions						
Company card branding standalone ¹	Service providing the Advertiser with the possibility to place the Logo, Call2Action button ² , Discounts ³ , Videos, change the color of the top margin ⁴ or add a background image to the top margin area in the profile of the Company advertised in the Business listings	Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing; Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	10,0	30,0	60,0	120,0
Priority in a category of the level 1			20,0	60,0	120,0	240,0
Priority in a category of the level 2		Electronic Directory based on the ZGIS.Cyprus Business listing (PC version)	30,0	90,0	180,0	360,0
Priority in a category of the level 3			40,0	120,0	240,0	480,0
Priority in a category of the level 4			50,0	150,0	300,0	600,0
Media advertising						
Smart banner		Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	75,0	225,0	450,0	900,0
Banner in the search results (mobile version)		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	10,0	30,0	60,0	120,0
Banner in the search results (online version)		Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	75,0	225,0	450,0	900,0
Logo on the dashboard		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version); Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	150,0	450,0	900,0	1 800,0
Logo in the list of categories (4th position)		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version); Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	30,0	90,0	180,0	360,0
Logo in the list of categories (12th position)		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version); Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	25,0	75,0	150,0	300,0
Banner on the start-up page		Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	250,0	750,0	1 500,0	3 000,0
Banner on the start-up page (with video) VIP		Internet Platform Zgis.com.cy based on the ZGIS.Cyprus Business listing	250,0	750,0	1 500,0	3 000,0
Banner on the dashboard (mobile version)		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	1 800,0	5 400,0	10 800,0	21 600,0
Banner in geo objects		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	100,0	300,0	600,0	1 200,0
Show case		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	50,0	150,0	300,0	600,0
Cost per 1,000 impressions						
Advertising banner in walking routes		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	3,0			
Logo on the map in the navigator		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	5,0			
Billboard		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	5,0			
Zero-speed takeover		Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	5,0			
Special offers						
Logos on the map		Electronic Directory based on the ZGIS.Cyprus Business listing (PC version); Zgis.com.cy internet platform based on the Business listings; ZGIS.Cyprus; Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	20,0	60,0	120,0	240,0
Additional logo on the map			2,0	6,0	12,0	24,0
Mini-site			150,0			
Company advertising in the partners' cards⁵						
Company advertising in the partners' cards up to 10 addresses			75,0	225,0	450,0	900,0
Company advertising in the partners' cards up to 30 addresses		The button opening the list of partners; Branded advertising link	150,0	450,0	900,0	1 800,0
Company advertising in the partners' cards up to 50 addresses			188,0	564,0	1 128,0	2 256,0
Company advertising in the partners' cards more than 50 addresses			3,0	9,0	18,0	36,0
Company advertising in the partners' cards Premium up to 10 addresses			113,0	339,0	678,0	1 356,0
Company advertising in the partners' cards Premium up to 30 addresses		The button opening the list of partners; Branded advertising link; Call2Action button ² in the partner's profile	225,0	675,0	1 350,0	2 700,0
Company advertising in the partners' cards Premium up to 50 addresses			281,0	843,0	1 686,0	3 372,0
Company advertising in the partners' cards Premium more than 50 addresses			4,0	12,0	24,0	48,0
Cost per 1,000 impressions						
Advertising of goods and services in the partners' cards		The button opening the list of partners; Branded advertising link	3,5			
Contextual advertising						
The name of the advertising positions		Where it is placed				
ZGIS Priority		Classifieds in the search results, a comment in a company card, an advertisement in a competitor's card, an advertising link in the company card	Electronic directory based on the Business listings (Desktop version); Zgis.com.cy internet platform based on the Business listings; Electronic directory based on the Business listings (Mobile version); Internet platform and Web applications based on the Directory of companies, http://api.zgis.com.cy			

Name of Additional services	Description of Additional services	Where it is placed	Cost of provision of Additional services per month
Company card branding ⁶	Service providing the Advertiser with the possibility to place the Logo, Call2Action button ² , Discounts ³ , change the color of the top margin ⁴ or add a background image to the top margin area in the profile of the Company advertised in the Business listings	Zgis.com.cy internet platform based on ZGIS.Cyprus Business listings; Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)	The cost of Additional services is included into the cost of placement of the Package «All Inclusive» position

¹ Company card branding with video can be obtained if there is a previously issued order for the All inclusive Package position or when signing a new order with simultaneous acquisition of the Package «All Inclusive» position. The acquisition of the Company card branding with video position without buying the Package «All Inclusive» position is impossible.
 The categories for the placement of the Logo, Call2Action button, Discounts, Video material in the profile of the Company advertised in the Business Listings are defined by the categories of the placement of the Advertising Materials. A service providing the Advertiser with the possibility to place the Logo, Call2Action button, Discounts in the profile of the Company advertised in the Business Listings in the Electronic Directory (mobile version 4.0) is provided only when there is an Internet connection.
² The categories for the placement of the Logo, Call2Action button, Discounts in the profile of the Company advertised in the Business Listings are defined by the categories of the placement of the Advertising Materials. A service providing the Advertiser with the possibility to place the Logo, Call2Action button, Discounts in the profile of the Company advertised in the Business Listings in the Electronic Directory (mobile version 4.0) is provided only when there is an Internet connection.
³ Call2Action button is an interactive button calling the Customer for the targeted action.
⁴ Discounts is a profile page of a Company advertised in the Business Listings with information on its discounts or special offers in order to inform Consumers about goods, services and work that a company offers.
⁵ The color of the top field changes in the open Profile, the background image is displayed in the open Profile.
⁶ «Advertising link in a company card» is published in the Electronic Directory based on the ZGIS.Cyprus Business listing (PC version), Zgis.com.cy internet platform based on the Business listings; ZGIS.Cyprus and in the Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version); «The button opening the list of partners», «Call2Action button» in the partner's profile are published on Zgis.com.cy internet platform based on the Business listings; ZGIS.Cyprus and in the Electronic Directory based on the ZGIS.Cyprus Business listing (mobile version)