

# inMOBI

## 2025 RATE CARD

Ad Format	Rate	Metric	Min Spend
Video 0-15"	R 0.75	CPCV	R 90 000,00
Video 15-30"	R 0.95	CPCV	R 90 000,00
Standard Banners	R 50.00	CPM	R 55 000,00
Interstitial	R 180.00	CPM	R 90 000,00
Rich Media	R 200.00	CPM	R 90 000,00
Shoppable	R 250.00	CPM	R 400 000,00

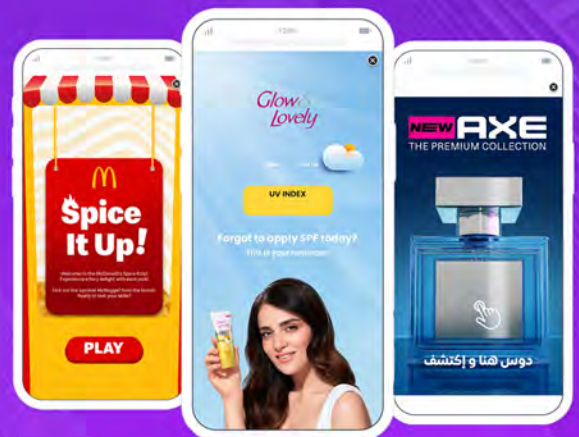
**LAUNCH  
OFFER**

**GET  
50%  
OFF**

### IMPORTANT NOTES:

CPC and CPCV buying is only accessible through Direct Booking and not via Programmatic Exchange

CPM buying is available both through Direct Booking and Programmatic Exchange (except Shoppable & Social Posts which are limited to Direct Booking)



**Please inquire about alternative ad formats and available metrics**

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