

TECHNICAL REQUIREMENTS FOR THE PUBLICATION OF PR MATERIALS ON WEBGROUND'S MEDIA GROUP WEBSITES

Submissions for publication must be received at least 24 hours in advance. They will be reviewed by an editor and corrected if necessary and returned for approval. At the client's request, the publication can be branded with the brand logo additionally and shared on the Facebook page of the respective site. To further enhance interest in the chosen PR publication, sponsored content can be communicated additionally.

For more information about the additional promotion contact our advertising department at + 35929532325 or reklama@webground.bg

Publication requirements:

- ☒ Title length up to 50 characters.
- ☒ The text is approved for publication up to 300 words in length.
- ☒ Number of links to other sites up to 3 (URLs must be correctly specified).
- ☒ Number of photos: 1 for the lead and up to 10 in the content (to be submitted in .jpg or .png format with clear copyright).
- ☒ Photos should be of excellent quality, recommended size should not be smaller than 630x485 px. If the photo is not suitable for the site's audience, an alternative one (approved in advance before publication) will be selected by the media.
- ☒ Option for embedding video - can be a link to YouTube or MPEG4 or AVI, whit good quality and up to 50 MB.

The editor chooses the category and keywords in which the material will be published and can change the title of the publication (for more optimal length) and for better readability unless the advertiser has explicitly requested to keep the title from the PR material.

The editor can correct the article (spelling or grammar errors) without harming the message of the publication.

The media will not remove the publication from its websites after the campaign. The media reserves its right not to publish obscene, abusive, intolerant content, as well as content that contravenes the laws of the Republic of Bulgaria.

The Client declares and warrants that all rights of the publication, including copyright and related rights, intellectual property rights, personal rights and others are settled by the applicable Bulgarian legislation.

In the event of claims by a third party against Webground regarding violation of its rights, as well as intellectual property rights through the published material provided by the Client, the latter (the Client) is obliged to satisfy them in full if they prove to be justified.

If administrative or civil proceedings are initiated against Webground in connection with a publication proposed by the Client, Webground shall have the right to involve the Client in legal proceedings and the Client shall pay all legal costs and attorney's fees.

The Webground team reserves its right to interfere with and correct the text of advertising publications, as well as to refuse to publish PR articles whose content is contrary to the General Terms and Conditions of the respective site or our editorial policy.