

# BG RADIO

## RATE CARD

Daypart	07:00 – 11:00	AM Prime Time 08:00 – 10:00	11:00 – 15:00	15:00 – 19:00	PM Prime Time 17:00 – 19:00	19:00 – 06:59	Free rotation* from 00:00 to 23:59*
NATIONAL	129	139	99	129	139	27	49
SOFIA	46	55	37	46	55	17	21
PLOVDIV	19	22	15	19	22	10	11
PAZARDJIK	19	22	15	19	22	10	11
VARNA	19	22	15	19	22	10	11
BURGAS	19	22	15	19	22	10	11
BERKOVITSA, BLAGOEVGRAD, VELIKO TURNOVO, GABROVO, GOTZE DELCHEV, LOVECH, RUSE, STARA ZAGORA, SHABLA, YAMBOL	23	27	18	23	27	10	11
AHTOPOL, BOTEVGRAD, IHTIMAN, MALKO TARNOVO PLEVEN, SILISTRA, SHUMEN, YABLANITSA	23	27	18	23	27	10	11

Rates are in Bulgarian leva excluding VAT and are based on a 30-second spot.

\*Free rotation spot campaigns are not eligible for volume discount.

### A CHANGE OF RATES APPLIES IN THE FOLLOWING CASES:

Up to 5-second spot	– 50%
Up to 10-second spot	– 40%
Up to 15-second spot	– 20%
Up to 20-second spot	– 10%
Up to 40-second spot	+ 50%
Up to 50-second spot	+ 100%
Up to 60-second spot	+ 120%
Over 60-second spot	TBD
Fixed position in commercial break	+ 20%
Fixed hour of broadcast	+ 20%
Top and tail positions in commercial break	+ 40%
Second brand in a spot	+ 20%

### BG RADIO COVERAGE



\*Prices are in force as of 01.11.2022