

# RADIO CITY

## RATE CARD

City	Daypart	07 <sup>00</sup> – 11 <sup>00</sup>	11 <sup>00</sup> – 15 <sup>00</sup>	15 <sup>00</sup> – 19 <sup>00</sup>	19 <sup>00</sup> – 06 <sup>59</sup>	free rotation* 00 <sup>00</sup> – 23 <sup>59</sup>
<b>NATIONAL</b>		<b>76</b>	<b>58</b>	<b>76</b>	<b>27</b>	<b>32</b>
<b>SOFIA</b>		<b>35</b>	<b>29</b>	<b>35</b>	<b>12</b>	<b>14</b>
<b>PLOVDIV</b>		<b>14</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>10</b>
<b>VARNA</b>		<b>14</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>10</b>
<b>PAZARDJIK</b>		<b>14</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>10</b>
<b>BALCHIK/KAVARNA</b>		<b>14</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>10</b>
<b>VELIKO TURNOVO, STARA ZAGORA, LOVECH</b>		<b>14</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>10</b>
<b>BLAGOEVGRAD, KYUSTENDIL, KRESNA, SIMITLI, BOBOSHEVO</b>		<b>14</b>	<b>11</b>	<b>14</b>	<b>6</b>	<b>10</b>

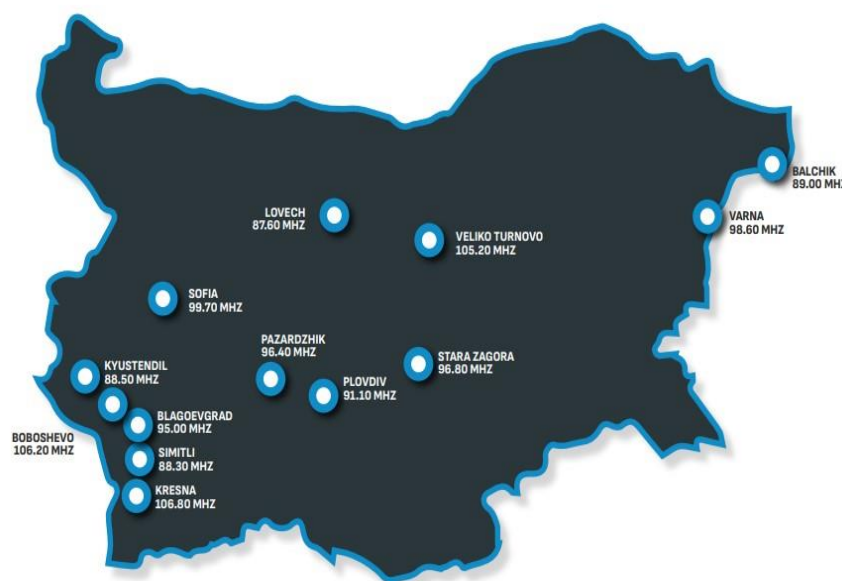
Rates are in Bulgarian leva excluding VAT and are based on a 30-second spot.

\*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%

### RADIO CITY COVERAGE



\*Prices are in force as of 01.11.2022