

Time slot	Gross price, in BGN, for one broadcast of 30" clip	Sofia
06:00 – 08:00		26
08:00 – 10:00		28
10:00 – 16:00		16
17:00 – 19:00		28
19:00 – 21:00		26
21:00 – 06:00		16

Surcharge to the above gross price is applied as follows:		Surcharge
Fixed time (choice of a given one-hour time slot among those specified above)		+ 20%
Placement of an advertising clip in its own advertising block (as an exception)		+ 50%
Placement in the first or last spot in the advertising block		+ 30%
Placement in the second or next-to-last spot in the advertising block		+ 15%
Tandem spots (two spots of the same product in the same advertising block, that are related in content and imagery)		+ 15%
Mention of an additional brand		+ 20%

Price for broadcasting a clip of a duration other than 30"	Ratio (%) of the price of a 30" clip *
Clip 5"	- 50%
Clip 10"	- 40%
Clip 15"	- 25%
Clip 20"	- 10%
Clip 25"	- 5%
Clip 35"	+ 20%
Clip 40"	+ 40%
Clip 45"	+ 60%
Clip 50"	+ 80%
Clip 55"	+ 90%
Clip 60"	+ 100%

Net volume (after discounts and before VAT)	Volume discount
From 0 lv. to 1,500 lv.	7%
From 1,501 lv. to 3,000 lv.	9%
From 3,001 lv. to 10,000 lv.	11%
From 10,001 lv. to 15,000 lv.	13%
From 15,001 lv. to 40,000 lv.	17%
From 40,001 lv. to 75,000 lv.	22%
From 75,001 lv. to 100,000 lv.	24%
From 100,001 lv. to 200,000 lv.	26%
From 200,001 lv. to 300,000 lv.	28%
From 300,001 lv. to 400,000 lv.	29%
Over 400,000 lv.	30%

Combination of radio programs at bTV Radio Group	Combination discount **
2 radio programs	5%
3 radio programs	7%
4 and more radio programs	9%

** The discount is applied on the condition that the number of broadcasts announced in each successive radio program is at least 50% of the largest number of broadcasts announced in any of the radio programs in the combination.

* The above prices are applied for clips with a duration that is a multiple of 5.

Clips with durations in the middle are rounded as follows: those ending at 1, 2, 6 and 7 – to the lower, and at 3, 4, 8 and 9 – to the higher price.

The tariff is valid as of 01.02.2020.

Discounts are applied consecutively on the gross price of broadcasts (the value before discounts and before VAT).

A paid report/segment with a duration of up to 1 minute - 300 lv., no discounts apply.

Prices for creating an audio clip apply to a clip subject to broadcast only in the radio programs of bTV Radio Group for a period of up to 1 (one) year following its creation.

Advertising agencies use a 5% agency discount.

All prices specified in the tariff are in BGN, sans VAT.

Prices for creating an audio clip	Price for a clip with one voice	Price for a clip with two voices
Clip with script, recording and processing	180 lv.	210 lv.
Clip with a client-provided script, recording and processing	150 lv.	180 lv.