



Radio Group

## ADVERTISING TARIFF AT Classic FM Radio



| Time slot     | Gross price, in BGN, for one broadcast of 30" clip |
|---------------|----------------------------------------------------|
| 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%     |

## ADVERTISING TARIFF AT Classic FM Radio

| 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.                          |