



Radio Group

Rate Card Jazz FM Radio



Time slot	Gross price, in BGN, for one broadcast of 30" clip	Sofia
06:00 – 07:00		35
07:00 – 10:00		37
10:00 – 11:00		35
11:00 – 16:00		23
16:00 – 17:00		35
17:00 – 19:00		37
19:00 – 21:00		35
21:00 – 06:00		23

Surcharge to the above gross price is applied as follows:	Surcharge
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)	+ 20%
Mention of an additional brand	+ 20%
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	+ 50%

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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%

* 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.

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

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

** 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 tariff is valid as of 01.04.2024.

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

A paid report with a duration of up to 1 minute - 300 BGN, 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	200 BGN	230 BGN
Clip with a client-provided script, recording and processing	180 BGN	210 BGN