

MAGIC FM	(Monday – Sunday) 30 sec. in BGN				
	07,00 - 11,00	11,00 - 16,00	16,00 - 19,00	19,00 - 23,00	23,00 - 07,00
NATIONAL COVERAGE	65	40	50	25	25
Sofia	55	30	40	20	20
Plovdiv / Vidin	17	13	15	8	8

Price changes for airing spots different from 30 sec. of length											
Length up to	5 sec.	10 sec.	15 sec.	20 sec.	25 sec.	35 sec.	40 sec.	45 sec.	50 sec.	55 sec.	60 sec.
Factor	50%	60%	75%	85%	95%	115%	130%	145%	160%	175%	190%

**Fixed time +20%**  
**First or last position in a commercial break +30%**  
**Second or penultimate in a break +20%**  
**Co-branding +20%**  
*VAT is excluded!*

