

RATE CARD Melody



Time zone	Price in BGN for 30'' spot		
	National	Sofia	Varna, Samokov
07:00 - 10:00	42	29	16
10:00 - 17:00	31	21	12
17:00 - 20:00	42	29	16
20:00 - 00:00	18	14	7
00:00 - 07:00	9	8	3

Variation of fixed prices is applied in the following cases:

Fixed time	+ 20%
Positioning of the spot in a separate commercial break	+ 50%
First/ last position in the commercial break	+ 20%
Broadcast of a spot up to 20''	- 20%
Broadcast of a spot up to 10''	- 50%
Broadcast of a spot up to 45''	+ 50%
Broadcast of a spot up to 60''	+100%
Additional trade mark in spot	+ 20%

Packages

2 radio stations	5%
3 radio stations	7%
4 radio stations	8%
5 radio stations	9%
Audio spot production costs	150 BGN
Paid report up to 1 min.	300 BGN

The rate card is valid from 01/11/2017. 5% additional discount for advertising agencies. VAT is not included.

