

## ADVERTISING TARIFF AT RADIO N-JOY

Time slot	Gross price, in BGN, for one broadcast of 30" clip	National air /all specified settlements/	Regions									
			Sofia	Region 1	Region 2	Plovdiv	Varna	Burgas	Rousse	Stara Zagora	Shumen	Haskovo
06:00 – 08:00	161	44	21	21	15	15	15	13	13	12	12	
08:00 – 10:00	177	49	23	23	17	17	17	15	15	14	14	
10:00 – 17:00	149	38	17	17	12	12	12	11	11	10	10	
17:00 – 19:00	177	49	23	23	17	17	17	15	15	14	14	
19:00 – 21:00	161	44	21	21	15	15	15	13	13	12	12	
21:00 – 06:00	29	15	8	8	7	7	7	6	6	6	6	

**Region 1 includes the following settlements:** Apriltsi, Blagoevgrad, Botevgrad, Velingrad, Gotse Delchev, Ihtiman, Lovech, Montana, Pazardzhik, Pernik, Razlog, Troyan, Yablanitsa, Yakoruda

**Region 2 includes the following settlements:** Aytos, Balchik, Veliko Tarnovo, Gabrovo, Karnobat, Obzor, Primorsko, Razgrad, Tutrakan, Yambol

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%

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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%

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 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.

\* 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.

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.