



Radio Group



ADVERTISING TARIFF FOR RADIO N-JOY

| Time slot \ Gross price in BGN for one broadcast of a 30" clip | National air (all specified settlements) | Sofia | Region 1 | Region 2 | Varna | Burgas | Rousse | Stara Zagora | Shumen | Haskovo |
|---|--|-------|----------|----------|-------|--------|--------|--------------|--------|---------|
| 06:00 – 10:00 | 161 | 44 | 21 | 21 | 15 | 15 | 13 | 13 | 13 | 13 |
| 10:00 – 17:00 | 149 | 38 | 17 | 17 | 12 | 12 | 11 | 11 | 11 | 11 |
| 17:00 – 20:00 | 161 | 44 | 21 | 21 | 15 | 15 | 13 | 13 | 13 | 13 |
| 20:00 – 00:00 | 59 | 30 | 10 | 10 | 9 | 9 | 7 | 7 | 7 | 7 |
| 00:00 – 06:00 | 19 | 10 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| Region 1 includes the following settlements: Blagoevgrad, Botevgrad, Velingrad, Gotse Delchev, Lovech, Montana, Pazardjik, Pernik, Razlog, Yakoruda | | | | | | | | | | |
| Region 2 includes the following settlements: Apriltsi, Balchik, Veliko Tarnovo, Gabrovo, Kavarna, Karnobat, Primorsko, Razgrad, Sliven, Tutrakan, Yambol | | | | | | | | | | |

| Changes in the gross prices specified above are applied as follows: | |
|---|-------|
| Fixed time (selecting a one-hour period in a time slot from the stated above) | + 20% |
| Broadcasting an advertising clip over 30" (possible duration up to 50") | + 50% |
| Placing an advertising clip in a separate advertising block (by exception) | + 50% |
| Placing first or last in the advertising block | + 30% |
| Placing second or next-to-last in the advertising block | + 15% |
| Tandem spot (two spots for the same product in the same advertising block, connected in terms of content and imagery) | + 15% |
| Mentioning an additional brand | + 20% |
| Broadcasting an advertising clip up to 20" | - 20% |
| Broadcasting an advertising clip up to 10" | - 50% |



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

| Combination of radio programs in bTV Radio Group | Combination discount |
|--|----------------------|
| 2 radio programs | 2% |
| 3 radio programs | 3% |
| 4 and more radio programs | 4% |

| Prices for creating an audio clip | Price for a clip with one voice | Price for a clip with two voices |
|---|---------------------------------|----------------------------------|
| For recording and developing a clip with original script | 180 | 210 |
| For recording and developing a clip with client-provided script | 150 | 180 |

The tariff is valid from 15.04.2019

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

Paid report/segment lasting up to 1 minute - 300, no discounts are applied.

The prices for creating an audio clip are valid for a clip subject to broadcasting only in bTV Radio Group's radio programs for up to 1 (one) year of its production.

Advertising agencies use a 5% agency discount.

All prices specified in the tariff are in BGN, sans VAT.