

RADIO ENERGY

RATE CARD

Daypart Coverage	07:00 – 11:00	AM Prime Time 08:00 – 10:00	11:00 – 15:00	15:00 – 19:00	PM Prime Time 17:00 – 19:00	19:00 – 06:59	Free rotation* from 00:00 to 23:59
NATIONAL	168	177	135	168	177	33	55
SOFIA	57	67	37	57	67	12	28
VARNA	25	29	19	25	29	12	16
PLOVDIV	25	29	19	25	29	12	16
BURGAS	25	29	19	25	29	12	16
PAZARDJIK	25	29	19	25	29	12	16
BERKOVITSA, VELIKO TURNOVO, IHTIMAN, PLEVEN, RUSE	28	31	20	28	31	9	14
BELOGRADCHIK, VIDIN, KOZLUDUIY, MONTANA, PROVADIYA, SLIVEN, STARA ZAGORA	28	31	20	28	31	9	14
BLAGOEVGRAD, BANSKO, DEVNYA/BELOSLAV, ZLATOGRAV, PRIMORSKO, SILISTRA, SIMITLI	28	31	20	28	31	9	14

Rates are in Bulgarian levs excluding VAT and are based on a 30-second spot.

*Free rotation spot campaigns are not eligible for volume discount.

A CHANGE OF RATES APPLIES IN THE FOLLOWING CASES:

Up to 5-second spot	– 50%
Up to 10-second spot	– 40%
Up to 15-second spot	– 20%
Up to 20-second spot	– 10%
Up to 40-second spot	+ 50%
Up to 50-second spot	+ 100%
Up to 60-second spot	+ 120%
Over 60-second spot	TBD
Fixed position in commercial break	+ 20%
Fixed hour of broadcast	+ 20%
Top and tail positions in commercial break	+ 40%
Second brand in a spot	+ 20%

RADIO ENERGY COVERAGE



*Prices are in force as of 01.11.2022