



# RADIO 1 & RADIO 1 ROCK

## RATE CARD

Daypart	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	205	225	165	205	225	46	83
SOFIA	77	89	59	77	89	26	37
PLOVDIV	26	32	21	26	32	14	15
VARNA	26	32	21	26	32	14	15
STARA ZAGORA	25	31	21	25	31	14	15

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%