

RADIO 1 ROCK

RATE CARD

Daypart	07:00 – 11:00	11:00 – 15:00	15:00 – 19:00	19:00 – 06:59	free rotation* from 00:00 to 23:59
NATIONAL	81	65	81	19	32
SOFIA	31	25	31	9	13
PLOVDIV	11	9	11	7	6
VARNA	11	9	11	7	6
STARA ZAGORA	11	9	11	7	6

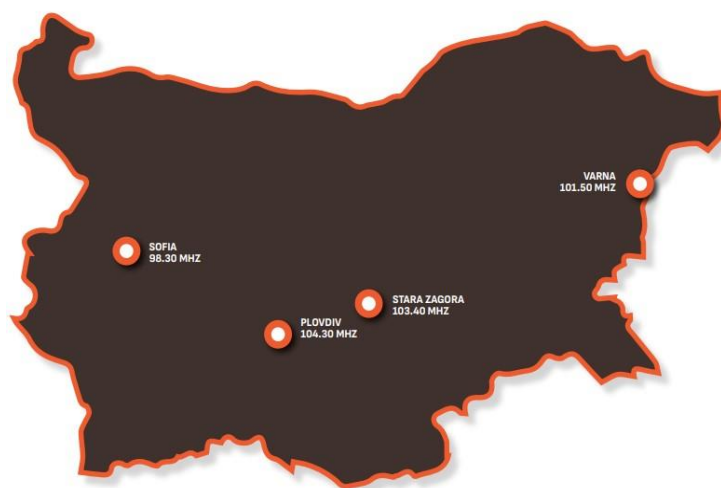
Rates are in Bulgarian leva excluding VAT and are based on a 30-second spot.

*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 1 ROCK COVERAGE



*Prices are in force as of 01.11.2022