

RADIO 1

RATE CARD

Coverage	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		192	213	149	192	213	35	66
SOFIA		71	89	47	71	89	20	34
PLOVDIV		23	28	18	23	28	12	14
VARNA		23	28	18	23	28	12	14
BURGAS		23	28	18	23	28	12	14
PLEVEN		18	21	14	18	21	7	12
SLIVEN		18	21	14	18	21	7	12
ASENOVGRAD, PAZARDJIK, PESHTERA		23	28	18	23	28	12	14
VELIKO TURNOVO, GABROVO, STARA ZAGORA, RUSE, TERVEL, RAZGRAD, BLAGOEVGRAD, LEVSKI, VELINGRAD, OBZOR/BYALA, GOTZE DELCHEV, SEVLIEVO, ELENA, LOVECH, GORNA ORYAKHOVITSA, NESEBAR, BALCHIK/KAVARNA		30	36	24	30	36	9	14
KYUSTENDIL, BOTEVGRAD, KURDJALI, KARNOBAT, IHTIMAN, YABLANITSA, RAZLOG, SHUMEN, TROYAN, SAMOKOV/BOROVETS, APRILTSI, ZLATOGRAD, SMOLYAN/ PAMPOROVO, MADAN, MOMCHILGRAD		30	36	24	30	36	9	14

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 COVERAGE



*Prices are in force as of 01.11.2022