

RADIO VERONIKA

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*
City					
NATIONAL	79	65	79	49	38
SOFIA	35	29	35	21	16
PLOVDIV	19	15	19	14	10
VARNA	19	15	19	14	10
BURGAS	19	15	19	14	10
RUSE, BLAGOEVGRAD, STARA ZAGORA, VELIKO TURNOVO	19	15	19	14	10

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 VERONIKA COVERAGE



*Prices are in force as of 01.11.2022