

RATE CARD

RADIO VERONIKA

Daypart Coverage	07:00	11:00	15:00	19:00	free rotation
	– 11:00	– 15:00	– 19:00	– 06:59	от 00:00 до 23:59*
NATIONAL	61	75	75	45	37
SOFIA	29	33	33	21	15
PLOVDIV	15	15	15	14	9
VARNA	15	15	15	14	9
RUSE, BLAGOEVGRAD, STARA ZAGORA, VELIKO TURNOVO	19	19	19	17	9

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

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%

***Free rotation spot campaigns are not eligible for volume discount!**
Prices are in force as of 17th of March 2022