

Time zone	Price in BGN for 30" spot								
	National	Sofia	Varna	Plovdiv	Burgas	Pleven	Haskovo	Stara Zagora	Region*
06:00 - 08:00	123	42	15	15	15	13	13	13	19
08:00 - 11:00	128	45	16	16	16	14	14	14	20
11:00 - 17:00	110	36	12	12	12	9	9	9	15
17:00 - 19:00	128	45	16	16	16	14	14	14	20
19:00 - 21:00	123	42	15	15	15	13	13	13	19
21:00 - 00:00	37	22	8	8	8	6	6	6	11
00:00 - 06:00	12	10	5	5	5	4	4	4	6

Variation of fixed prices is applied in the following cases:

Broadcast of a spot up to 25"	- 5%
Broadcast of a spot up to 20"	- 10%
Broadcast of a spot up to 15"	- 20%
Broadcast of a spot up to 10"	- 40%
Broadcast of a spot up to 5"	- 50%
Broadcast of a spot up to 45"	+ 50%
Broadcast of a spot up to 60"	+ 100%
First/last position in the commercial break	+ 20%
Positioning of the spot in a separate commercial break	+ 50%
Fixed time	+ 20%
Additional trade mark in spot	+ 20%

Отстъпка при комбинация на радиостанции

2 радиостанции	5%
3 радиостанции	9%
4 радиостанции	11%
5 радиостанции	16%
Цена за изработка на аудио клип до 30 секунди	210 лв.
Цена на платен репортаж/рубрика до 1 минута	300 лв.

*Region included: *Lovech, Montana, Veliko Tarnovo, Gorna Oryahovitsa, Vidin, Razgrad, Yambol, Kazanlak, Silistra*

The rate card is valid from 01/10/2022.

The prices are in BGN excl. VAT