

RATE CARD Z-Rock



Time zone	Price in BGN for 30'' spot								
	National	Sofia	Varna	Plovdiv	Burgas	Pleven	Haskovo	Stara Zagora	Region*
07:00 - 11:00	101	35	13	13	13	11	11	11	16
11:00 - 17:00	91	30	10	10	10	7	7	7	13
17:00 - 20:00	101	35	13	13	13	11	11	11	16
20:00 - 00:00	35	21	7	7	7	5	5	5	10
00:00 - 07:00	11	9	4	4	4	3	3	3	5

Variation of fixed prices is applied in the following cases:

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

Packages

2 radio stations	5%
3 radio stations	7%
4 radio stations	8%
5 radio stations	9%
Audio spot production costs	150 BGN
Paid report up to 1 min.	300 BGN

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

The rate card is valid from 01/04/2019. 5% additional discount for advertising agencies. VAT is not included.

