

Time slot	Gross price, in BGN, for one broadcast of a 30" clip				
	National air /all specified settlements/	Sofia	Region 1	Region 2	Burgas
06:00 – 07:00	59	51	14	14	12
07:00 – 10:00	64	57	16	16	14
10:00 – 11:00	59	51	14	14	12
11:00 – 16:00	45	45	11	11	9
16:00 – 17:00	59	51	14	14	12
17:00 – 19:00	64	57	16	16	14
19:00 – 21:00	59	51	14	14	12
21:00 – 06:00	22	16	8	8	6
Region 1 includes the following settlements: Gorna Oryahovitsa, Svishtov, Elena					
Region 2 includes the following settlements: Kardzhali, Velingrad, Rouse					

Surcharge to the above gross price is applied as follows:	Surcharge
Placement in the first or last spot in the advertising block	+ 30%
Placement in the second or next-to-last spot in the advertising block	+ 15%
Tandem spots (two spots of the same product in the same advertising block, that are related in content and imagery)	+ 20%
Mention of an additional brand	+ 20%
Fixed time (choice of a given one-hour time slot among those specified above)	+ 20%
Placement of an advertising clip in its own advertising block	+ 50%

Rate Card bTV Radio

Price for broadcasting a clip of a duration other than 30"	Ratio (%) of the price of a 30" clip *
Clip 5"	- 50%
Clip 10"	- 40%
Clip 15"	- 25%
Clip 20"	- 10%
Clip 25"	- 5%
Clip 35"	+ 20%
Clip 40"	+ 40%
Clip 45"	+ 60%
Clip 50"	+ 80%
Clip 55"	+ 90%
Clip 60"	+ 100%

* The above prices are applied for clips with a duration that is a multiple of 5.

Clips with durations in the middle are rounded as follows: those ending at 1, 2, 6 and 7 – to the lower, and at 3, 4, 8 and 9 – to the higher price.

Net volume (after discounts and before VAT)	Volume discount
From 0 lv. to 1,500 lv.	7%
From 1,501 lv. to 3,000 lv.	9%
From 3,001 lv. to 10,000 lv.	11%
From 10,001 lv. to 15,000 lv.	13%
From 15,001 lv. to 40,000 lv.	17%
From 40,001 lv. to 75,000 lv.	22%
From 75,001 lv. to 100,000 lv.	24%
From 100,001 lv. to 200,000 lv.	26%
From 200,001 lv. to 300,000 lv.	28%
From 300,001 lv. to 400,000 lv.	29%
Over 400,000 lv.	30%

Combination of radio programs at bTV Radio Group	Combination discount **
2 radio programs	5%
3 radio programs	7%
4 and more radio programs	9%

** The discount is applied on the condition that the number of broadcasts announced in each successive radio program is at least 50% of the largest number of broadcasts announced in any of the radio programs in the combination.

The tariff is valid as of 01.01.2023.

Discounts are applied consecutively on the gross price of broadcasts (the value before discounts and before VAT).

A paid report with a duration of up to 1 minute - 300 lv., no discounts apply.

Prices for creating an audio clip apply to a clip subject to broadcast only in the radio programs of bTV Radio Group for a period of up to 1 (one) year following its creation.

Advertising agencies use a 5% agency discount.

All prices specified in the tariff are in BGN, sans VAT.

Prices for creating an audio clip	Price for a clip with one voice	Price for a clip with two voices
Clip with script, recording and processing	180 lv.	210 lv.
Clip with a client-provided script, recording and processing	150 lv.	180 lv.