



Radio Group



ADVERTISING TARIFF FOR bTV Radio

Gross price in BGN for one broadcast of a 30" clip Time slot	National air (all specified settlements)	Sofia	Region 1 (Gorna Oryahovitsa, Svishtov, Elena) In partnership with the "Resonance" program	Region 2 (Kardzhali, Velingrad, Rousse)	Burgas In partnership with "The Voice of Burgas" program
06:00 – 10:00	56	44	14	14	12
10:00 – 17:00	43	38	11	11	9
17:00 – 20:00	56	44	14	14	12
20:00 – 00:00	32	30	9	9	7
00:00 – 06:00	16	10	6	6	4

Changes in the gross prices specified above are applied as follows:	
Fixed time (selecting a one-hour period in a time slot from the stated above)	+ 20%
Broadcasting an advertising clip over 30" (possible duration up to 50")	+ 50%
Placing an advertising clip in a separate advertising block (by exception)	+ 50%
Placing first or last in the advertising block	+ 30%
Placing second or next-to-last in the advertising block	+ 15%
Tandem spot (two spots for the same product in the same advertising block, connected in terms of content and imagery)	+ 15%
Mentioning an additional brand	+ 20%
Broadcasting an advertising clip up to 20"	- 20%
Broadcasting an advertising clip up to 10"	- 50%



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

Combination of radio programs in bTV Radio Group	Combination discount
2 radio programs	2%
3 radio programs	3%
4 and more radio programs	4%

Prices for creating an audio clip	Price for a clip with one voice	Price for a clip with two voices
For recording and developing a clip with original script	180	210
For recording and developing a clip with client-provided script	150	180

The tariff is valid from 15.04.2019

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

Paid report/segment lasting up to 1 minute - 300, no discounts are applied.

The prices for creating an audio clip are valid for a clip subject to broadcasting only in bTV Radio Group's radio programs for up to 1 (one) year of its production.

Advertising agencies use a 5% agency discount.

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