



Radio Group



RATE CARD RADIO N-JOY /national coverage/

Time zone	Price in BGN for 30" spot
06.00 – 10.00	161
10.00 – 17.00	149
17.00 – 20.00	161
20.00 – 00.00	59
00.00 – 06.00	19

Variation of fixed prices is applied in the following cases:

Fixed time	+ 50%
Order within 20 hours	+ 50%
Broadcast of a spot above 30" (up to 50")	+ 50%
Positioning of the spot in a separate advertising block	+ 50%
First/ last position in the advertising block	+ 30%
Additional trade mark in spot	+ 20%
Broadcast of a spot up to 20"	- 20%
Broadcast of a spot up to 10"	- 50%
RDS	+ 25%
Paid report up to 1 min.	300 BGN /discounts do not apply/

Gross volume:	Volume discount:
From 0 BGN to 1 500 BGN	7%
From 1 501 BGN to 3 000 BGN	9%
From 3 001 BGN to 15 000 BGN	13%
From 15 001 BGN to 50 000 BGN	17%
From 50 001 BGN to 100 000 BGN	22%
From 100 001 BGN to 150 000 BGN	27%
From 150 001 BGN to 300 000 BGN	31%
Over 300 001 BGN	33%

Packages	Discount:
2 radio stations	2%
3 radio stations	3%
4 radio stations	4%
5 radio stations	5%
6 radio stations	6%
<b>TV + radio:</b> At least 10% of the TV budget in bTV Media Group should be invested in bTV Radio Group	6%

Clip production costs:	Price in BGN:
+ music included	300
+ sound effects only /no music/	80
One voice	150
Two voices	180

- The rate card is valid from 15.02.2016.
- 5% additional discount for advertising agencies.
- VAT is not included.

