

RATE CARD

AVTORADIO

AVTORADIO is broadcasted in Vidin, Elena, Nesebar, Peshtera, Tsarevo, Yablanitsa.

DAYPART	NATIONAL
07:00 – 11:00	23
11:00 – 15:00	12
15:00 – 19:00	23
19:00 – 06:59	5
Free rotation* от 00:00 до 23:59	8

*Rates are in bulgarian leva excluding VAT and are based on a 30-second spot.

A CHANGE OF RATES APPLIES IN THE FOLLOWING CASES:

Up to 5-second spot	- 50%
Up to 10-second spot	- 40%
Up to 15-second spot	- 20%
Up to 20-second spot	- 10%
Up to 40-second spot	+ 50%
Up to 50-second spot	+ 100%
Up to 60-second spot	+ 120%
Over 60-second spot	TBD
Fixed position in commercial break	+ 20%
Fixed hour of broadcast	+ 20%
Top and tail positions in commercial break	+ 40%
Second brand in a spot	+ 20%



*Free rotation spot campaigns are not eligible for volume discount!

**Prices are in force as of 1.11.2022