

Gross price, in BGN, for broadcast of a 30" clip

RATE CARD Radio Focus

| Covarage | Time slot | | | | |
|--|--|-------------|-------------|-------------|-------------|
| | 07:00-11:00 | 11:00-16:00 | 16:00-19:00 | 19:00-21:00 | 21:00-07:00 |
| National Radio Broadcast network 60 frequencies | 120,00 | 80,00 | 120,00 | 55,00 | 23,00 |
| Focus Sofia Sofia, Pernik, Etropole, Ihtiman, Botevgrad | 55,00 | 35,00 | 55,00 | 25,00 | 10,00 |
| Group A *one region | 25,00 | 20,00 | 25,00 | 10,00 | 5,00 |
| Group B *one region | 23,00 | 18,00 | 23,00 | 10,00 | 5,00 |
| Group C *one region | 20,00 | 15,00 | 20,00 | 8,00 | 5,00 |
| *Group A regions | | | | | |
| Focus Plovdiv | Plovdiv, Asenovgrad, Pazardzik, Peshtera | | | | |
| Focus Burgas | Burgas, Obzor, Primorsko, Sozopol, Nesebar, Tsarevo | | | | |
| Focus Varna | Varna, Balchik, Dobrich, Devnya | | | | |
| Focus Trachia | Stara Zagora, Kazanlak, Haskovo, Sliven | | | | |
| Focus Pirin | Blagoevgrad, Dupnica, Goce Delchev, Simitli, Kustendil, Sandanski, Petrich, Dobrinishte | | | | |
| *Group B regions | | | | | |
| Focus Pleven | Pleven, Lovech, Yablanitsa, Troyan | | | | |
| Focus Veliko Tarnovo | V.Tarnovo, Apriltsi, G.Oryahovitsa, Sevlievo, Svishtov | | | | |
| *Group C regions | | | | | |
| Focus North-West | Belogradchik, Vidin, Vratsa | | | | |
| Focus Rodopi | Velingrad, Smolyan, Devin, Madan, Zlatograd, Kardzali | | | | |
| Focus North-East | Shumen, Novi Pazar, Dulovo, Ispерich, Kubrat, Popovo, Silistra, Tervel, Tutrakan,Targovishte | | | | |
| Focus Ruse | Ruse | | | | |

* The price for broadcasting from groups A, B, C is valid for one selected region from a group!

Surcharge to the above gross price is applied as follows:

| | |
|---|-------|
| Up to 5-second spot | -50% |
| Up to 10-second spot | -40% |
| Up to 15-second spot | -30% |
| Up to 20-second spot | -20% |
| Up to 25-second spot | -5% |
| Up to 40-second spot | +40% |
| Up to 50-second spot | +80% |
| Up to 60-second spot | +100% |
| Top and tail position in commercial break | +15% |
| Fixed position in commercial break | +15% |
| Second brand in a spot | +15% |

Prices for producing an audio clip

| | |
|--|--------|
| Clip with a client-provided script | 150,00 |
| Clip with script, recording and processing | 260,00 |
| Express production (up to 2 working days) | + 50% |

Note: Clips are made within 5 working days

FIXED PRICE FOR 1 MINUTE BROADCAST TIME

| | Time slot | | | | |
|----------------------------------|---------------------------------------|-------------|-------------|-------------|-------------|
| | 07:00-1100 | 11:00-16:00 | 16:00-19:00 | 19:00-21:00 | 21:00-07:00 |
| National Radio Broadcast network | 260 | 180 | 260 | 120 | 50 |
| Regional Radio Broadcast network | Standard radio advertising rate price | | | | |

Note: Interviews broadcast on national air are also published on focus-news.net*

RATE CARD FOR FOCUS-NEWS.NET

| Banner position | Imp. Daily | CPM |
|---------------------------------|------------|-------|
| Desktop: Wallpaper branding | 50 000 | 20,00 |
| Desktop: 300x250px TOP position | 50 000 | 10,00 |
| Desktop: 980x200px TOP position | 50 000 | 10,00 |
| Mobile: 320x100px TOP position | 300 000 | 10,00 |
| Mobile: 300x250px In-article | 300 000 | 10,00 |

| PR & Branded Content | | Price |
|---|------------------------------------|---------|
| Interview/ PR | Leading News (at least 4 hours) | 1000,00 |
| Video Interview up to 20 min. | Leading News (at least 4 hours) | 2000,00 |
| SEO publication - (up to 1 link) | | 500,00 |
| PR/ short message - up to 1200 symbols (up to 1 pic. 620px) | | 500,00 |

NOTES*

■ All rates are in BGN excluding VAT