

#### RATE CARD Radio Focus

Coverage	Time slot					
	07:00-10:00	10:00-12:00	12:00-16:00	16:00-19:00	19:00-21:00	21:00-07:00
National Radio Broadcast network 60 frequencies	105,00	70,00	60,00	105,00	30,00	10,00
<i>Gross price, in BGN, for broadcast of a 30" clip</i>						

#### 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%
40-second spot	plus 20%
60-second spot	plus 60%
Top and tail position in commercial break	plus 15%
Fixed position in commercial break	plus 10%
Second brand in a spot	plus 10%

#### Prices for creating 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)	plus 50%

*Note: Clips are made within 5 working days*

## FIXED PRICE FOR 1 MINUTE BROADCAST TIME

	Time slot			
	07:00-12:00	12:00-16:00	16:00-19:00	19:00-07:00
Monday-Friday	250,00	100,00	250,00	50,00
Sat-Sun	150,00	50,00	100,00	50,00

## ЦЕНА ЗА БАНЕР РЕКЛАМА И ПР ВЪВ FOCUS-NEWS.NET

Banner position	Imp. Daily	CPM
Desktop: Wallpaper branding	50000	20,00
Desktop: 300x250px TOP position	50000	10,00
Desktop: 980x200px TOP position	50000	10,00
Mobile: 320x100px TOP position	50000	10,00
Mobile: 300x250px In-article	50000	10,00

PR & Branded Content		Price
Interview/ PR	Leading News (at least 4 hours)	1000,00

## NOTES:

Всички | All rates are in BGN excluding VAT