

Rate card VESELINA RADIO 2026

effective as of 1 January 2026

VESELINA RADIO	MONDAY - SUNDAY (30 seconds)				
	07:00 - 11:00	11:00 - 16:00	16:00 - 19:00	19:00 - 23:00	23:00 - 07:00
National coverage	€120 / BGN 234.70	€95 / BGN 185.80	€120 / BGN 234.70	€49 / BGN 95.84	€49 / BGN 95.84
Sofia	€40 / BGN 78.23	€30 / BGN 58.67	€40 / BGN 78.23	€19 / BGN 37.16	€19 / BGN 37.16
Plovdiv, Smolyan	€13 / BGN 25.43	€10 / BGN 19.56	€13 / BGN 25.43	€7 / BGN 13.69	€7 / BGN 13.69
Burgas	€13 / BGN 25.43	€10 / BGN 19.56	€13 / BGN 25.43	€7 / BGN 13.69	€7 / BGN 13.69
Varna, Balchik, Kavarna	€13 / BGN 25.43	€10 / BGN 19.56	€13 / BGN 25.43	€7 / BGN 13.69	€7 / BGN 13.69
Ruse, Tutrakan, Silistra, Razgrad, Shumen, Targovishte	€13 / BGN 25.43	€10 / BGN 19.56	€13 / BGN 25.43	€7 / BGN 13.69	€7 / BGN 13.69
Pleven, Veliko Tarnovo, Vidin, Vratsa, Yablanitsa, Troyan	€13 / BGN 25.43	€10 / BGN 19.56	€13 / BGN 25.43	€7 / BGN 13.69	€7 / BGN 13.69
Haskovo, Kardzhali, Momchilgrad	€12 / BGN 23.47	€10 / BGN 19.56	€12 / BGN 23.47	€6 / BGN 11.73	€6 / BGN 11.73
Stara Zagora, Blagoevgrad, Kyustendil, Sandanski, Petrich, Kresna, Bansko, Razlog	€12 / BGN 23.47	€10 / BGN 19.56	€12 / BGN 23.47	€6 / BGN 11.73	€6 / BGN 11.73
Yambol, Sliven	€12 / BGN 23.47	€10 / BGN 19.56	€12 / BGN 23.47	€6 / BGN 11.73	€6 / BGN 11.73

Coefficient scale for a length other than 30 seconds

Length up to	5 sec	10 sec	15 sec	20 sec	25 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
Coefficient	50%	60%	75%	85%	95%	115%	130%	145%	160%	175%	190%

Fixed time: +20%

Fixed first or last position in a commercial break : +30%

Fixed second or penultimate position in a commercial break: +20%

Co-advertising (additional brands) +20%

All prices excluding VAT

