

Time Zone	Prices in € and BGN for 30" spot						
	National	Sofia	Varna	Iovdiv	Ruse	Stara Zagora	Region*
06:00 - 08:00	83 € 162,33 BGN	32 € 62,59 BGN	10 € 19,56 BGN	10 € 19,56 BGN	9 € 17,60 BGN	9 € 17,60 BGN	16 € 31,29 BGN
08:00 - 11:00	86 € 168,20 BGN	34 € 66,50 BGN	11 € 21,51 BGN	11 € 21,51 BGN	10 € 19,56 BGN	10 € 19,56 BGN	17 € 33,25 BGN
11:00 - 17:00	68 € 133 BGN	24 € 46,94 BGN	9 € 17,60 BGN	9 € 17,60 BGN	8 € 15,65 BGN	8 € 15,65 BGN	12 € 23,47 BGN
17:00 -19:00	86 € 168,20 BGN	34 € 66,50 BGN	11 € 21,51 BGN	11 € 21,51 BGN	10 € 19,56 BGN	10 € 19,56 BGN	17 € 33,25 BGN
19:00 - 21:00	83 € 162,33 BGN	32 € 62,59 BGN	10 € 19,56 BGN	10 € 19,56 BGN	9 € 17,60 BGN	9 € 17,60 BGN	16 € 31,29 BGN
21:00 - 00:00	25 € 48,90 BGN	10 € 19,56 BGN	5 € 9,78 BGN	5 € 9,78 BGN	4 € 7,82 BGN	4 € 7,82 BGN	8 € 15,65 BGN
00:00 - 06:00	12 € 23,47 BGN	5 € 9,78 BGN	3 € 5,87 BGN	3 € 5,87 BGN	3 € 5,87 BGN	3 € 5,87 BGN	4 € 7,82 BGN

Variation of fixed prices is applied in the following cases:

Broadcast of a spot up to 25"	- 5%
Broadcast of a spot up to 20"	- 10%
Broadcast of a spot up to 15"	- 20%
Broadcast of a spot up to 10"	- 40%
Broadcast of a spot up to 5"	- 50%
Broadcast of a spot up to 45"	+ 50%
Broadcast of a spot up to 60"	+ 100%
First/last position in the commercial break	+ 30%
Positioning of the spot in a separate commercial break	+ 50%
Fixed time	+ 20%
Additional trade mark in spot	+ 20%

Packages

2 radio stations	5%
3 radio stations	9%
4 radio stations	11%
5 radio stations	16%
Audio spot production cost	110 €/ 215,14 BGN
Paid report up to 1 minute	180 €/ 352,05 BGN

*Region included: **Veliko Tarnovo, Sliven, Blagoevgrad, Dupnitsa**

The rate card is valid from 01/01/2026
The BGN prices will remain valid until 08.08.2026

The prices are in € and BGN excl. VAT