

Time Zone	Price in BGN for 30" spot						
	National	Sofia	Varna	Plovdiv	Ruse	Stara Zagora	Region*
06:00 - 08:00	155 BGN/ 79,25 €	60 BGN/ 30,68 €	19 BGN/ 9,71 €	19 BGN/ 9,71 €	17 BGN/ 8,69 €	17 BGN/ 8,69 €	29 BGN/ 14,83 €
08:00 - 11:00	160 BGN/ 81,81 €	63 BGN/ 32,21 €	21 BGN/ 10,74 €	21 BGN/ 10,74 €	19 BGN/ 9,71 €	19 BGN/ 9,71 €	31 BGN/ 15,85 €
11:00 - 17:00	127 BGN/ 64,93 €	45 BGN/ 23,01 €	17 BGN/ 8,69 €	17 BGN/ 8,69 €	14 BGN/ 7,16 €	14 BGN/ 7,16 €	23 BGN/ 11,76 €
17:00 - 19:00	160 BGN/ 81,81 €	63 BGN/ 32,21 €	21 BGN/ 10,74 €	21 BGN/ 10,74 €	19 BGN/ 9,71 €	19 BGN/ 9,71 €	31 BGN/ 15,85 €
19:00 - 21:00	155 BGN/ 79,25 €	60 BGN/ 30,68 €	19 BGN/ 9,71 €	19 BGN/ 9,71 €	17 BGN/ 8,69 €	17 BGN/ 8,69 €	29 BGN/ 14,83 €
21:00 - 00:00	47 BGN/ 24,03 €	18 BGN/ 9,20 €	10 BGN/ 5,11 €	10 BGN/ 5,11 €	8 BGN/ 4,09 €	8 BGN/ 4,09 €	14 BGN/ 7,16 €
00:00 - 06:00	23 BGN/ 11,76 €	9 BGN/ 4,60 €	6 BGN/ 3,07 €	6 BGN/ 3,07 €	6 BGN/ 3,07 €	6 BGN/ 3,07 €	8 BGN/ 4,09 €

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	210 BGN/ 107,37 €
Paid report up to 1 minute	350 BGN/ 178,95 €

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

The rate card is valid from 01/01/2025

The prices are in BGN excl. VAT