

| Time Zone     | Price in BGN for 30" spot |       |       |        |         |                |      |              |          |
|---------------|---------------------------|-------|-------|--------|---------|----------------|------|--------------|----------|
|               | National                  | Sofia | Varna | Burgas | Plovdiv | Veliko Tarnovo | Ruse | Stara Zagora | Region * |
| 06:00 - 08:00 | 95 €                      | 34 €  | 11 €  | 11 €   | 11 €    | 8 €            | 10 € | 10 €         | 16 €     |
| 08:00 - 11:00 | 100 €                     | 36 €  | 12 €  | 12 €   | 12 €    | 9 €            | 11 € | 11 €         | 17 €     |
| 11:00 - 17:00 | 81 €                      | 26 €  | 10 €  | 10 €   | 10 €    | 7 €            | 9 €  | 9 €          | 12 €     |
| 17:00 - 19:00 | 100 €                     | 36 €  | 12 €  | 12 €   | 12 €    | 9 €            | 11 € | 11 €         | 17 €     |
| 19:00 - 21:00 | 95 €                      | 34 €  | 11 €  | 11 €   | 11 €    | 8 €            | 10 € | 10 €         | 16 €     |
| 21:00 - 00:00 | 28 €                      | 10 €  | 4 €   | 4 €    | 4 €     | 4 €            | 4 €  | 4 €          | 8 €      |
| 00:00 - 06:00 | 13 €                      | 4 €   | 3 €   | 3 €    | 3 €     | 3 €            | 3 €  | 3 €          | 4 €      |

## 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 € |
| Paid report up to 1 minute | 180 € |

\*Region included: *Dobrich, Shumen, Sliven, Kardzhali, Nessebar, Levski, Byala, Samokov, Tryavna, Teteven, Velingrad, Karlovo*

The rate card is valid from 01/01/2026

The prices are in BGN excl. VAT