

Time Zone	Prices in € and BGN for 30" spot								
	National	Sofia	Varna	Burgas	Plovdiv	Veliko Tarnovo	Ruse	Stara Zagora	Region*
06:00-08:00	95 € 185,80 BGN	34 € 66,50 BGN	11 € 21,51 BGN	11 € 21,51 BGN	11 € 21,51 BGN	8 € 15,65 BGN	10 € 19,56 BGN	10 € 19,56 BGN	16 € 31,29 BGN
08:00-11:00	100 € 195,58 BGN	36 € 70,41 BGN	12 € 23,50 BGN	12 € 23,50 BGN	12 € 23,50 BGN	9 € 17,60 BGN	11 € 21,51 BGN	11 € 21,51 BGN	17 € 33,25 BGN
11:00-17:00	81 € 158,42 BGN	26 € 50,85 BGN	10 € 19,56 BGN	10 € 19,56 BGN	10 € 19,56 BGN	7 € 13,69 BGN	9 € 17,60 BGN	9 € 17,60 BGN	12 € 23,50 BGN
17:00-19:00	100 € 195,58 BGN	36 € 70,41 BGN	12 € 23,50 BGN	12 € 23,50 BGN	12 € 23,50 BGN	9 € 17,60 BGN	11 € 21,51 BGN	11 € 21,51 BGN	17 € 33,25 BGN
19:00-21:00	95 € 185,80 BGN	34 € 66,50 BGN	11 € 21,51 BGN	11 € 21,51 BGN	11 € 21,51 BGN	8 € 15,65 BGN	10 € 19,56 BGN	10 € 19,56 BGN	16 € 31,29 BGN
21:00-00:00	28 € 54,76 BGN	10 € 19,56 BGN	4 € 7,82 BGN	4 € 7,82 BGN	4 € 7,82 BGN	4 € 7,82 BGN	4 € 7,82 BGN	4 € 7,82 BGN	8 € 15,65 BGN
00:00-06:00	13 € 25,43 BGN	4 € 7,82 BGN	3 € 5,87 BGN	3 € 5,87 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: **Dobrich, Shumen, Sliven, Kardzhali, Nessebar, Levski, Byala, Samokov, Tryavna, Teteven, Velingrad, Karlovo**

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