RATE CARD Melody

Time zone	Prices in € and BGN for 30" spot		
	National	Sofia	Varna
06:00 - 08:00	31 € 60,63 BGN	21 € 41,07 BGN	10 € 19,56 BGN
08:00 – 11:00	32 € 62,59 BGN	22 € 43,03 BGN	11 € 21,51 BGN
11:00 - 17:00	23 € 44,98 BGN	16 € 31,29 BGN	8 € 15,65 BGN
17:00 – 19:00	32 € 62,59 BGN	22 € 43,03 BGN	11 € 21,51 BGN
19:00 - 21:00	31 € 60,63 BGN	21 € 41,07 BGN	10 € 19,56 BGN
21:00 - 00:00	12 € 23,47 BGN	10 € 19,56 BGN	6 € 11,72 BGN
00:00 - 06:00	6 € 11,72 BGN	5 € 9,78 BGN	3 € 5,87 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

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