

## (Monday – Sunday) 30 sec. in BGN

MAGIC TV

00,00 - 17,29

17,30 - 23,59

75

147

## Price changes for airing spots different from 30 sec. of length

Length in sec.	≤12	13-17	18-22	23-27	28-32	33-37	38-42	43-47	48-52	53-57	58-62	63-67	> 67
Factor	0.60	0,80	0,85	0,95	1,00	1,20	1,40	1,60	1,80	1,90	2,20	2.38	negotiable

**First or last position in a commercial break - 45% surcharge**  
**Co-branding - up to 40% surcharge**

*All prices are gross, VAT excluded*