

Rate card VESELINA RADIO 2024

effective as of 1 January 2024

VESELINA RADIO	MONDAY - SUNDAY (30 seconds)				
	07:00 - 11:00	11:00 - 16:00	16:00 - 19:00	19:00 - 23:00	23:00 - 07:00
National coverage	210	165	210	90	90
Sofia	70	50	70	30	30
Plovdiv, Smolyan	24	18	24	13	13
Burgas	24	18	24	13	13
Varna, Balchik, Kavarna	24	18	24	13	13
Ruse, Tutrakan, Silistra, Razgrad, Shumen, Targovishte	24	18	24	13	13
Pleven, Veliko Tarnovo, Vidin, Vratsa, Yablanitsa, Troyan	24	18	24	13	13
Haskovo, Kardzhali, Momchilgrad	22	17	22	11	11
Stara Zagora, Blagoevgrad, Kyustendil, Sandanski, Petrich, Kresna, Bansko, Razlog	22	17	22	11	11
Yambol, Sliven	22	17	22	11	11

Coefficient scale for a length other than 30 seconds											
Length up to	5 sec	10 sec	15 sec	20 sec	25 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
Coefficient	50%	60%	75%	85%	95%	115%	130%	145%	160%	175%	190%

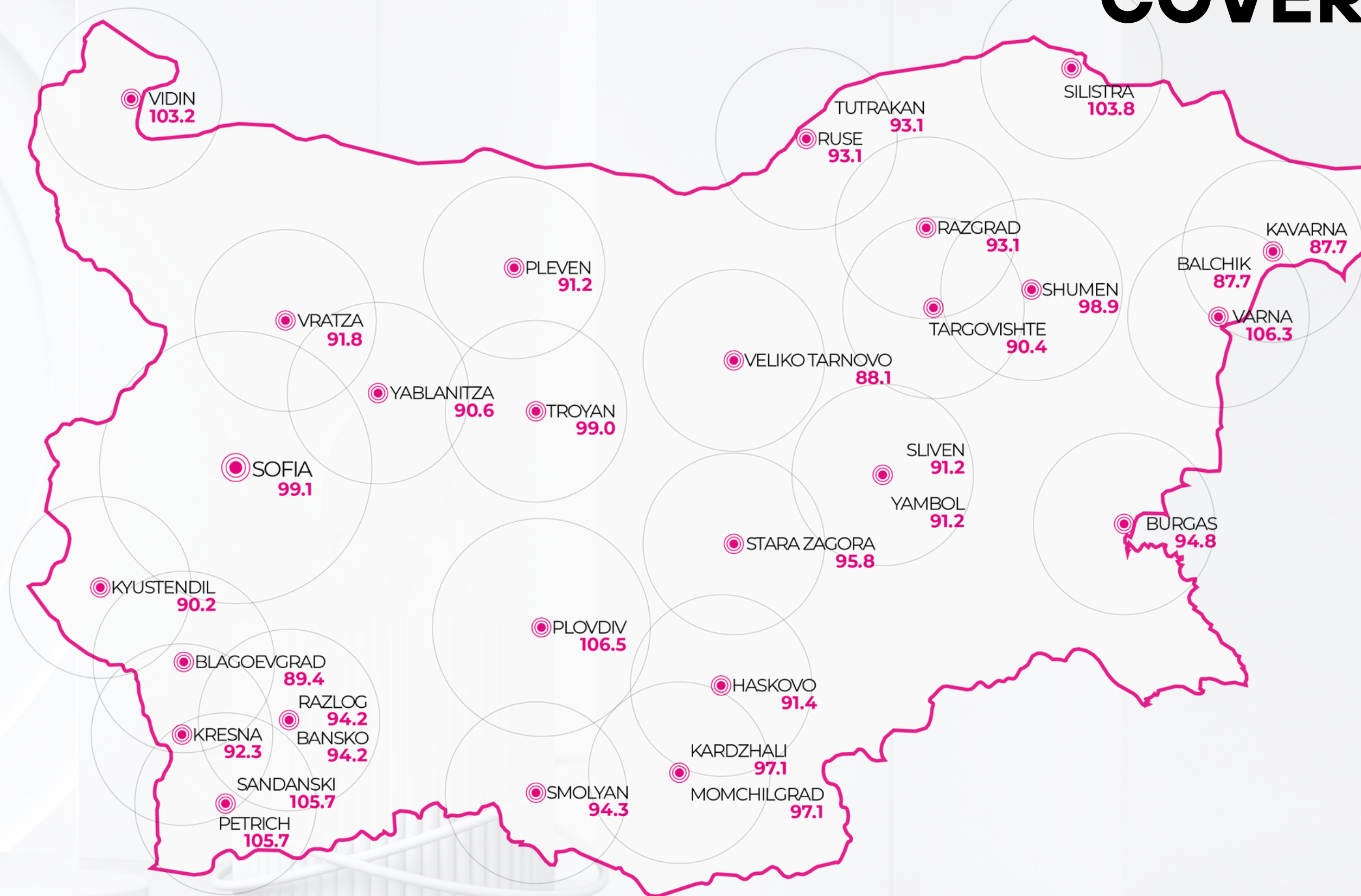
Fixed time: +20%

Fixed first or last position in a commercial break : +30%

Fixed second or penultimate position in a commercial break: +20%

Co-advertising (additional brands) +20%

All prices are in BGN, VAT excluded



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