

Rate card VESELINA RADIO 2025

effective as of 1 January 2025

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	225	180	225	95	95
Sofia	75	55	75	35	35
Plovdiv, Smolyan	25	19	25	14	14
Burgas	25	19	25	14	14
Varna, Balchik, Kavarna	25	19	25	14	14
Ruse, Tutrakan, Silistra, Razgrad, Shumen, Targovishte	25	19	25	14	14
Pleven, Veliko Tarnovo, Vidin, Vratsa, Yablanitsa, Troyan	25	19	25	14	14
Haskovo, Kardzhali, Momchilgrad	23	18	23	12	12
Stara Zagora, Blagoevgrad, Kyustendil, Sandanski, Petrich, Kresna, Bansko, Razlog	23	18	23	12	12
Yambol, Sliven	23	18	23	12	12

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%

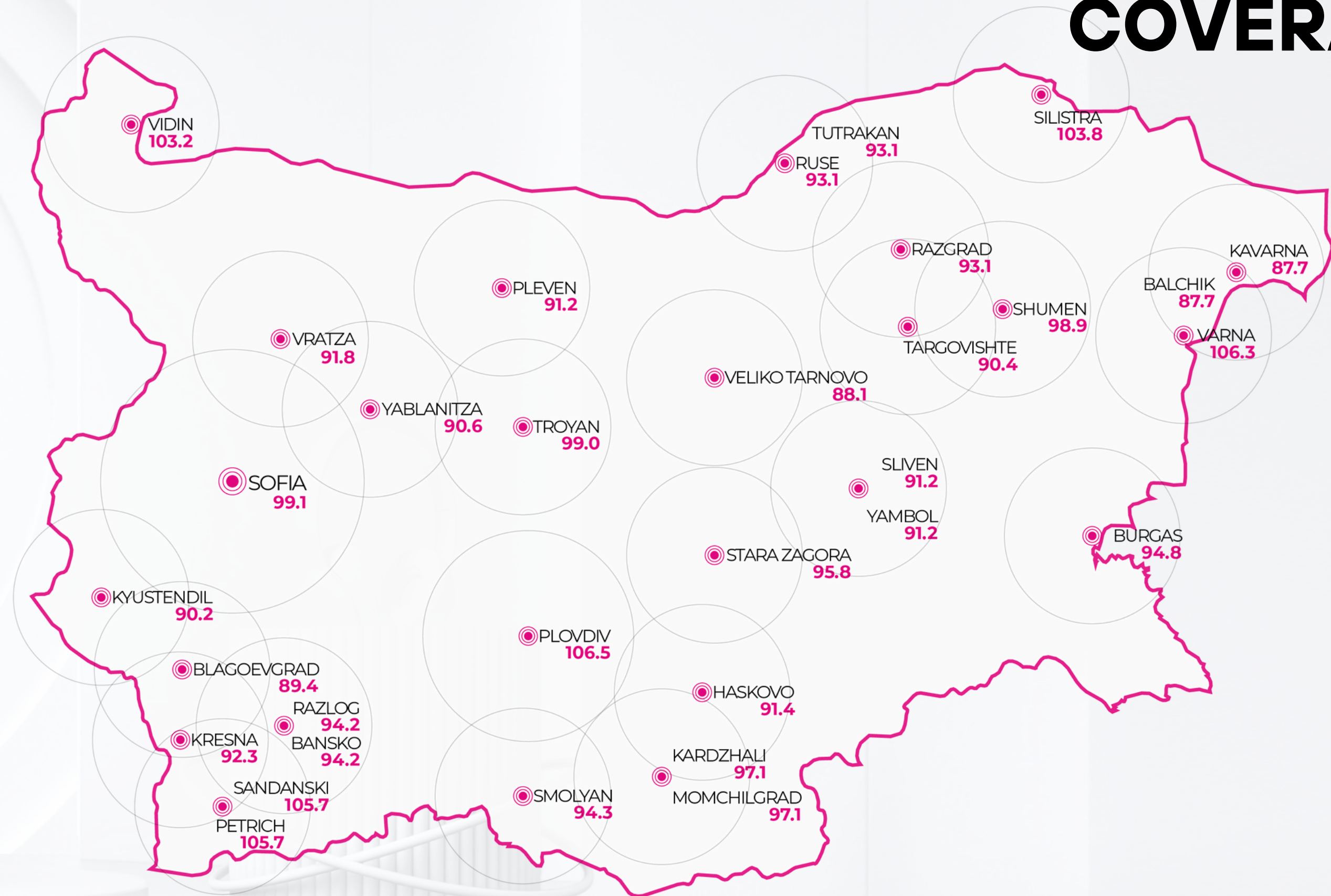
Fixed time: +20%

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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