

(Monday – Sunday) 30 sec. in BGN

MAGIC TV

00,00 - 17,29

17,30 - 23,59

55

110



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 - +30%
 Co-branding - up to 40% surcharge

All prices are gross, VAT excluded