

SPOTS AND ANNOUNCEMENTS

Time slot	Advertising spot	Radio Announcement
	30"	30"
05:00 – 07:00	490	230
07:00 – 08:00	690	360
08:00 – 13:00	860	430
13:00 – 17:00	660	340
17:00 – 19:00	490	260
19:00 – 24:00	120	80

TRAFFIC NEWS SPONSORSHIPS

Time slot	Sponsorship – hrs	No. of sponsored messages per hour
05:00 – 06:00	990	6
06:00 – 07:00	990	6
07:00 – 08:00	1 490	6
08:00 – 09:00	1 490	6
09:00 – 10:00	990	4
10:00 – 11:00	990	4
11:00 – 12:00	990	4
12:00 – 13:00	990	4
13:00 – 14:00	990	4
14:00 – 15:00	990	4
15:00 – 16:00	990	4
16:00 – 17:00	1 160	4
17:00 – 18:00	1 160	4
18:00 – 19:00	830	4
19:00 – 20:00	660	4
20:00 – 21:00	660	4
21:00 – 22:00	660	4
22:00 – 23:00	660	4
23:00 – 00:00	660	4
00:00 – 05:00 rate for a 5-hour block	660	4

Traffic report sponsorships are only sold in hour-long blocks.

EXPRES MEDIA s. r. o., Vrútocká 48, 821 04 Bratislava,
tel.: +421 2 59 30 89 55, fax: +421 2 59 30 89 59,
e-mail: reklama@expres.sk, www.expres.sk, www.expresmedia.sk

SPOT INDEX (conversion coefficient for various spot lengths)

Spot length	5	10	15	20	25	30	35	40	45	50	55	60
Coefficient	0,55	0,65	0,75	0,8	0,9	1	1,15	1,33	1,45	1,65	1,83	2

EXTRA SURCHARGES

Positioning spot/announcement in block	30 %
Sponsoring*	50 %
Co-branding**	from 20 %

* Sponsoring a programming block or show other than traffic reports. The charge is added to the price of the advertising spot in particular time slot.

** Promoting each/another subject or product in a spot/announcement.

PRODUCED ADVERTISEMENTS

Advertised product	3-day production	Express production
Announcement	130	200
Spot – 1 voice	490	–
Spot – 2 voices	660	–
Sponsored message (2 × 10")	330	–

VOLUME DISCOUNTS

3 300	3 %
6 600	5 %
16 500	7 %
23 000	8 %
33 000	9 %
49 500	10 %
66 000	11 %
99 500	13 %
130 000	15 %
199 000	20 %

Advertising rates are calculated according to the time slot when the advertisement is broadcasted. All prices are shown in EUR and excluding VAT. When several surcharges are applied, these charges are multiplied. Rates for any advertising other than those shown will be determined separately.

RADIO SPOTS OR ANNOUNCEMENTS

Time slot	Bratislava Region	West Region	Žilina Region	Central Region	East Region
	Bratislava, Dunajská Streda, Galanta, Hlohovec, Komárno, Malacky, Nitra, Nové Zámky, Pezinok, Piešťany, Senec, Senica, Šafa, Štúrovo, Trnava	Bánovce nad Bebravou, Ilava, Nové Mesto nad Váhom, Partizánske, Prievidza, Topoľčany, Trenčín	Bytča, Čadca, Dolný Kubín, Kysucké Nové Mesto, Liptovský Mikuláš, Martin, Námestovo, Považská Bystrica, Púchov, Ružomberok, Turčianske Teplice, Tvrdošín, Žilina	Banská Bystrica, Banská Štiavnica, Brezno, Detva, Krupina, Levice, Lučenec, Poltár, Revúca, Rimavská Sobota, Veľký Krtíš, Zlaté Moravce, Zvolen, Žarnovica, Žiar nad Hronom	Bardejov, Gelnica, Humenné, Kežmarok, Košice, Levoča, Medzilaborce, Michalovce, Poprad, Prešov, Rožňava, Sabinov, Snina, Sobrance, Spišská Nová Ves, Stará Ľubovňa, Stropkov, Svidník, Trebišov, Vranov nad Topľou
05:00 – 07:00	315	105	140	130	170
09:00 – 13:00	345	105	145	135	190
13:00 – 16:00	265	100	120	115	155
16:00 – 18:00	230	75	105	100	115
18:00 – 22:00	115	30	50	50	50

Only 20" and 30" exact length (0.8 spot index) spots and announcements can be broadcast regionally.

Prices are shown in EUR and excluding VAT.

REGIONAL BROADCASTING TIMES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
05:40							
06:40							
09:40							
10:40							
11:40							
12:40							
13:40							
14:40							
15:40							
16:40							
17:40							
18:40							
19:40							
20:40							
21:40							

— no broadcast

