

BAUER MEDIA Slovakia

Rate card of advertising broadcasting

National rate card of advertising broadcasting



30" COMMERCIAL SPOT

The price is for one broadcast in the respective time slot.

| RADIO / COMBINATION: | | EXPRES | EUROPA 2 | MELODY | RÁDIO ROCK | PRICE LIST FOR RADIO COMBINATIONS | | | | |
|----------------------|---------------|------------------|----------|--------|------------|-----------------------------------------------|----------------------------------|-------------------------|-----------------------|-------------------|
| PRODUKT | TIME SLOT | PRICE LIST (EUR) | | | | RÁDIO EXPRES + MELODY + EUROPA 2 + RÁDIO ROCK | RÁDIO EXPRES + MELODY + EUROPA 2 | RÁDIO EXPRES + EUROPA 2 | RÁDIO EXPRES + MELODY | MELODY + EUROPA 2 |
| 30" commercial spot | 06:00 – 12:00 | 1030 | 410 | 295 | 200 | 1620 | 1450 | 1220 | 1130 | 620 |
| | 12:00 – 18:00 | 785 | 345 | 255 | 180 | 1450 | 1280 | 1030 | 970 | 550 |
| | 18:00 – 06:00 | 160 | 95 | 80 | 50 | 275 | 240 | 180 | 180 | 140 |

SPOT INDEX (conversion coefficient for various lengths of commercials)

| 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 |

SEASONAL INDEX (conversion coefficient for calendar months)

The seasonal index only applies to the broadcasting of commercials.

| MONTH | January | February | March | April | May | June | July | August | September | October | November | December |
|-------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| Coefficient | 0,8 | 0,9 | 1 | 1,2 | 1,2 | 1,1 | 0,9 | 0,9 | 1,2 | 1,2 | 1,3 | 1,1 |

PRODUCTION & SURCHARGES (valid for nationwide and regional broadcasting)

| PRODUCTION OF BASIC COMMERCIAL PRODUCTS * | | | |
|-------------------------------------------------------------------------|-----|--------------------------------------------------------------------|--------|
| Commercial spot BASIC (up to 30 ") production within 3 business days | 160 | Sponsorship message (up to 10 ") production within 5 business days | 380 |
| Commercial spot BASIC (up to 30 ") express production | 230 | Studio rental (1 hour) | 580 |
| Commercial spot (up to 30 ") 1 voice production within 5 business days | 570 | Reimbursing the copyright for 1 year (surcharge production costs) | od 30% |
| Commercial spot (up to 30 ") 2 voices production within 5 business days | 730 | | |

* Price for spots longer than 30 seconds by agreement.

| EXTRA SURCHARGES ** | |
|--------------------------------------------------------------|--------|
| For co-branding (promotion of each / other entity / product) | od 20% |
| For the requested spot / announcement position in a break | 30% |
| For placing a spot in a special break | 50% |

** The surcharge is added to the price of commercial spot in the specific time slot.

Rate card is valid from January 1, 2026.

The price of commercial broadcasting products according to the valid price list shall be calculated based on the time slot in which the commercial element is broadcasted.

All prices are listed in EUR (VAT exclusive).

In the case of the application of multiple surcharges, the surcharges are applied cumulatively.

The price of other than listed commercial elements will be determined separately.

Further information is provided in the General Terms and Conditions.

The commercial spot is intended to present the client or their product using music, with the option to incorporate various sound effects and multiple voices.

The commercial spot BASIC is always read by only one voice (standard voices typically used for this purpose), without any acting performance or emotional coloring.

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www.bauermedia.sk

expres.sk • europa2.sk • radiomelody.sk
• radiatorock.sk • podmaz.sk



Regional rate card of advertising broadcasting



30" COMMERCIAL SPOT

The price is for one broadcast in the respective time slot.

| REGION | RADIO / COMBINATION: | | EXPRES | EUROPA 2 | MELODY | PRICE LIST FOR RADIO COMBINATIONS | | | | |
|--------|----------------------|---------------|------------------|----------|--------|-----------------------------------------------|----------------------------------|-------------------------|-----------------------|-------------------|
| | PRODUCT | TIME SLOT | PRICE LIST (EUR) | | | RÁDIO EXPRES + MELODY + EUROPA 2 + RÁDIO ROCK | RÁDIO EXPRES + MELODY + EUROPA 2 | RÁDIO EXPRES + EUROPA 2 | RÁDIO EXPRES + MELODY | MELODY + EUROPA 2 |
| WEST | 30" spot | 06:00 – 12:00 | 490 | 240 | 180 | 935 | 760 | 640 | 560 | 370 |
| | | 12:00 – 18:00 | 375 | 220 | 170 | 880 | 710 | 560 | 510 | 360 |
| | | 18:00 – 06:00 | 70 | 55 | 40 | 155 | 120 | 95 | 80 | 75 |
| CENTER | 30" spot | 06:00 – 12:00 | 285 | 90 | 60 | - | 380 | 335 | 290 | 135 |
| | | 12:00 – 18:00 | 220 | 70 | 45 | - | 330 | 275 | 240 | 110 |
| | | 18:00 – 06:00 | 60 | 35 | 30 | - | 95 | 70 | 70 | 55 |
| EAST | 30" spot | 06:00 – 12:00 | 260 | 90 | 60 | - | 330 | 270 | 280 | 115 |
| | | 12:00 – 18:00 | 210 | 60 | 45 | - | 280 | 230 | 235 | 90 |
| | | 18:00 – 06:00 | 40 | 35 | 30 | - | 80 | 55 | 55 | 50 |

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COVERAGE AND REGIONS

FM signal coverage.

Radio Rock map includes DAB signal coverage (lighter colour).

