Bauer Media Group

BAUER MEDIA Slovakia
Rate card of advertising broadcasting

Valid from January 1 2027

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, 2027.

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.

BAUER MEDIA Slovakia, k. s.
Vrútocká 48, 821 04 Bratislava
phone number: +421 2 59 30 89 00
e-mail: reklama@bauermedia.sk
www.bauermedia.sk

expres.sk • europa2.sk • radiomelody.sk • radiorock.sk • podmaz.sk • rayo.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 EXPRES + EUROPA 2	RÁDIO EXPRES + MELODY	MELODY + EUROPA 2
WEST	30“ spot	06:00 – 12:00	490	240	180	760	640	560	370
		12:00 – 18:00	375	220	170	710	560	510	360
		18:00 – 06:00	70	55	40	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

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

Rate card is valid from January 1, 2027.

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COVERAGE AND REGIONS

FM signal coverage.

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







