

# **BAUER MEDIA Slovakia**

## Sponsorship rate card

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Valid from April 1, 2026



## SPONSORSHIP OF TRAFFIC NEWS

| RADIO EXPRES                  | LENGTH             | TIME SLOT            | AMOUNT OF SPOTS    | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|-------------------------------|--------------------|----------------------|--------------------|--------------|-----------|------------------|
| TRAFFIC NEWS PREMIUM (10")    | 1 week / mo – fri  | 6h – 9h<br>16h – 19h | 146                | 82 329 €     | 14 500 €  | 380 €            |
|                               | 2 weeks / mo – sun |                      | 410<br>(340 + 70*) | 222 045 €    | 29 000 €  | free             |
| TRAFFIC NEWS STANDARD (10")   | 1 week / mo – sat  | 9h – 16h             | 82                 | 47 573 €     | 9 700 €   | 380 €            |
|                               | 2 weeks / mo – sun | 9h – 18h             | 192                | 109 434 €    | 19 300 €  | 380 €            |
| TRAFFIC NEWS BASIC (10")      | 1 week / mo – fri  | 18h – 21h            | 34                 | 3 536 €      | 2 100 €   | 380 €            |
|                               | 2 weeks / mo – sun |                      | 76                 | 7 904 €      | 4 200 €   | 380 €            |
| TRAFFIC NEWS STANDARD + BASIC | 2 weeks / mo – sun | 9h – 21h             | 268                | 117 338 €    | 21 400 €  | 380 €            |

| RADIO EUROPA 2             | LENGTH             | TIME SLOT             | AMOUNT OF SPOTS | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|----------------------------|--------------------|-----------------------|-----------------|--------------|-----------|------------------|
| TRAFFIC NEWS PREMIUM (10") | 1 week / mo – fri  | 6h – 10h<br>15h – 18h | 120             | 29 445 €     | 5 800 €   | 380 €            |
|                            | 2 weeks / mo – sun | 6h – 13h<br>15h – 18h | 268             | 65 676 €     | 11 500 €  | free             |

| RADIO MELODY                    | LENGTH             | TIME SLOT            | AMOUNT OF SPOTS | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|---------------------------------|--------------------|----------------------|-----------------|--------------|-----------|------------------|
| TRAFFIC NEWS PREMIUM (10")      | 1 week / mo – fri  | 6h – 9h<br>15h – 18h | 60              | 10 725 €     | 2 400 €   | 380 €            |
|                                 | 2 weeks / mo – fri |                      | 120             | 21 450 €     | 4 000 €   | free             |
| TRAFFIC NEWS STANDARD (10")     | 1 week / mo – fri  | 9h – 15h             | 60              | 10 725 €     | 2 400 €   | 380 €            |
|                                 | 2 weeks / mo – fri |                      | 120             | 21 450 €     | 4 000 €   | free             |
| TRAFFIC NEWS PREMIUM + STANDARD | 1 week / mo – fri  | 6h – 18h             | 120             | 21 450 €     | 4 000 €   | 380 €            |
|                                 | 2 weeks / mo – fri |                      | 240             | 42 900 €     | 7 500 €   | free             |

| RADIO ROCK                      | LENGTH            | TIME SLOT            | AMOUNT OF SPOTS | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|---------------------------------|-------------------|----------------------|-----------------|--------------|-----------|------------------|
| TRAFFIC NEWS PREMIUM (10")      | 1 week / mo – fri | 6h – 9h<br>15h – 18h | 60              | 7 410 €      | 1 900 €   | 380 €            |
| TRAFFIC NEWS STANDARD (10")     | 1 week / mo – fri | 9h – 15h             | 60              | 7 410 €      | 1 900 €   | 380 €            |
| TRAFFIC NEWS PREMIUM + STANDARD | 1 week / mo – fri | 6h – 18h             | 120             | 14 820 €     | 3 200 €   | 380 €            |

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## SPONSORSHIP OF WEATHER FORECAST

| RADIO EXPRES                  | LENGTH             | TIME SLOT | AMOUNT OF SPOTS    | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|-------------------------------|--------------------|-----------|--------------------|--------------|-----------|------------------|
| WEATHER NEWS PREMIUM (10")    | 1 week / mo – fri  | 6h – 9h   | 146                | 82 329 €     | 14 500 €  | 380 €            |
|                               | 2 weeks / mo – sun | 16h – 19h | 400<br>(340 + 60*) | 215 423 €    | 29 000 €  | free             |
| WEATHER NEWS STANDARD (10")   | 1 week / mo – sat  | 9h – 16h  | 56                 | 32 714 €     | 6 800 €   | 380 €            |
|                               | 2 weeks / mo – sun |           | 132                | 76 908 €     | 13 600 €  | 380 €            |
| WEATHER NEWS BASIC (10")      | 1 week / mo – fri  | 18h – 20h | 30                 | 3 120 €      | 2 000 €   | 380 €            |
|                               | 2 weeks / mo – sun |           | 68                 | 7 072 €      | 4 000 €   | 380 €            |
| WEATHER NEWS STANDARD + BASIC | 2 weeks / mo – sun | 9h – 20h  | 200                | 83 980 €     | 15 600 €  | 380 €            |

| RADIO EUROPA 2             | LENGTH              | TIME SLOT             | AMOUNT OF SPOTS | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|----------------------------|---------------------|-----------------------|-----------------|--------------|-----------|------------------|
| WEATHER NEWS PREMIUM (10") | 1 week / mo – fri   | 7h – 10h<br>14h – 18h | 90              | 22 295 €     | 3 700 €   | 380 €            |
|                            | 2 týždne / mo – sun | 7h – 12h<br>14h – 18h | 204             | 50 986 €     | 7 400 €   | free             |

| RADIO MELODY                    | LENGTH             | TIME SLOT            | AMOUNT OF SPOTS | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|---------------------------------|--------------------|----------------------|-----------------|--------------|-----------|------------------|
| WEATHER NEWS PREMIUM (10")      | 1 week / mo – fri  | 6h – 9h<br>15h – 18h | 60              | 10 725 €     | 2 400 €   | 380 €            |
|                                 | 2 weeks / mo – fri |                      | 120             | 21 450 €     | 4 000 €   | free             |
| WEATHER NEWS STANDARD (10")     | 1 week / mo – fri  | 9h – 15h             | 60              | 10 725 €     | 2 400 €   | 380 €            |
|                                 | 2 weeks / mo – fri |                      | 120             | 21 450 €     | 4 000 €   | free             |
| WEATHER NEWS PREMIUM + STANDARD | 1 week / mo – fri  | 6h – 18h             | 120             | 21 450 €     | 4 000 €   | 380 €            |
|                                 | 2 weeks / mo – fri |                      | 240             | 42 900 €     | 7 500 €   | free             |

| RADIO ROCK                 | LENGTH            | TIME SLOT | AMOUNT OF SPOTS | MEDIAL PRICE | PRICE NET | PRODUCTION PRICE |
|----------------------------|-------------------|-----------|-----------------|--------------|-----------|------------------|
| WEATHER NEWS PREMIUM (10") | 1 week / mo – fri | 6h – 10h  | 40              | 5 200 €      | 1 200 €   | 380 €            |