





Rate card Pro FM

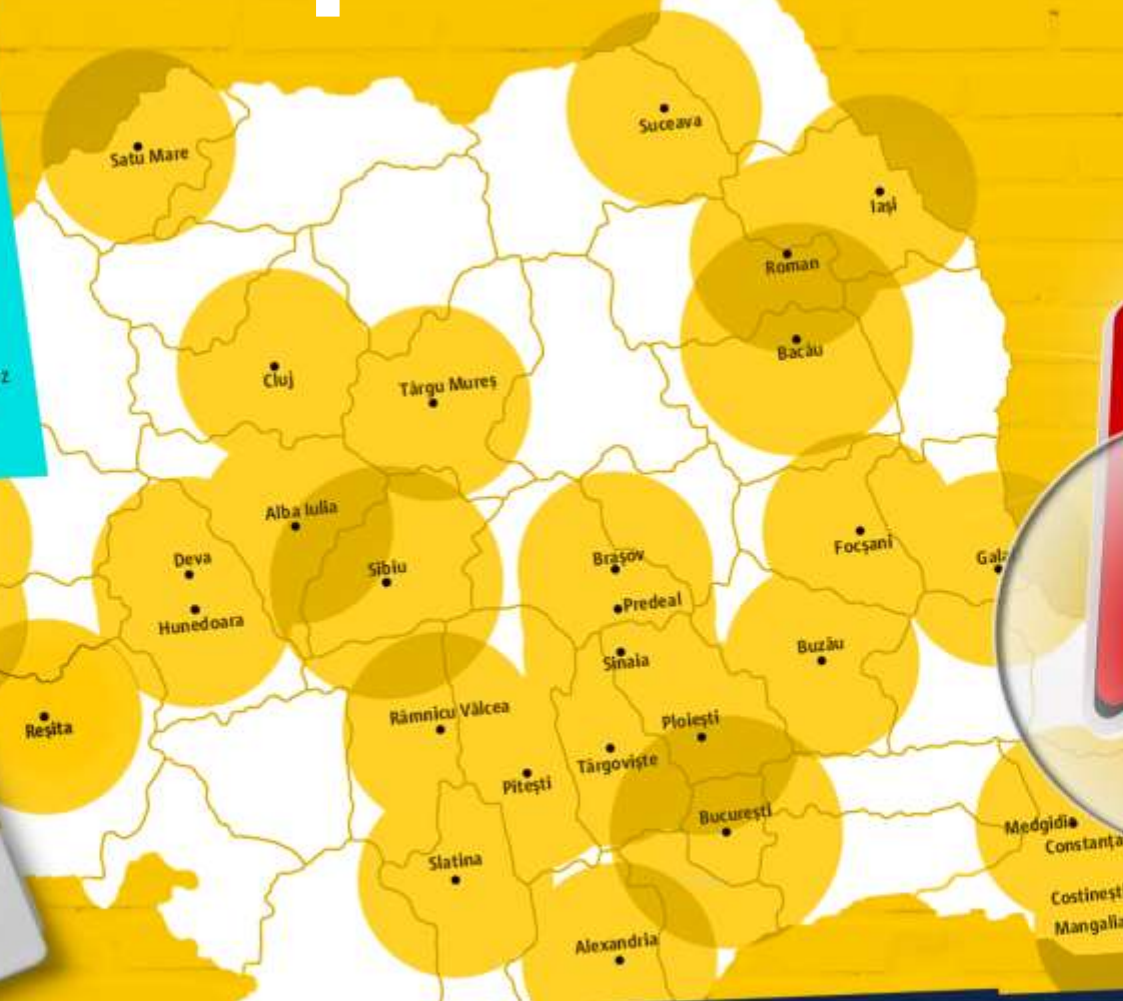
PROFM	RATE CARD LUNI - VINERI						RATE CARD SAMBATA - DUMINICA					
	06:00	10:00	14:00	17:00	19:00	22:00	06:00	10:00	14:00	17:00	19:00	22:00
	10:00	14:00	17:00	19:00	22:00	06:00	10:00	14:00	17:00	19:00	22:00	06:00
PROFM NATIONAL	1950	1620	1350	1650	1200	520	1150	1150	750	750	580	290
Bucuresti	1350	1150	900	1200	750	300	850	850	450	450	280	150
Alba Iulia	30	25	25	25	25	10	15	15	15	15	15	10
Arad	45	35	35	35	35	15	20	20	20	20	20	10
Bacau	35	30	30	30	30	15	15	15	15	15	15	10
Brasov	100	80	70	70	60	30	50	50	50	50	50	20
Buzau	20	15	15	15	15	7	10	10	10	10	10	5
Cluj	50	45	40	40	40	25	30	30	30	30	30	20
Constanta - Costinesti - Mangalia - Medgidia	100	80	70	70	60	30	50	50	50	50	50	20
Deva	20	15	15	15	15	7	10	10	10	10	10	5
Focsani	25	20	15	15	10	5	10	10	10	10	10	5
Iasi	50	45	40	40	40	25	30	30	30	30	30	20
Ploiesti	30	25	25	25	25	10	15	15	15	15	15	5
Pitesti	30	25	25	25	25	10	15	15	15	15	15	5
Ramnicu Valcea	30	25	25	25	25	10	15	15	15	15	15	5
Satu Mare	40	35	30	30	30	15	15	15	15	15	15	5
Slatina	30	25	25	25	25	10	15	15	15	15	15	5
Sibiu	50	45	40	40	40	25	30	30	30	30	30	20
Suceava	15	10	10	10	10	5	10	10	10	10	10	5
Targoviste	25	20	10	10	10	5	10	10	8	8	8	5
Targu Mures	40	35	30	30	30	15	20	20	20	20	20	10
Timisoara	100	80	70	70	60	30	50	50	50	50	50	20

***preturile sunt exprimate in RON si nu includ TVA

Acoperire Pro FM

- 01. Alba Iulia – 88.10 Mhz
- 02. Alexandria – 95.00 Mhz
- 03. Arad – 92.10 Mhz
- 04. Bacau – 107.80 Mhz
- 05. Brasov – 89.90 Mhz
- 06. Bucuresti – 102.80 Mhz
- 07. Buzau – 106.20 Mhz
- 08. Cluj Napoca – 99.80 Mhz
- 09. Constanta – 90.10 Mhz
- 10. Costinesti – 87.80 Mhz
- 11. Deva – 101.60 Mhz
- 12. Focsani – 100.50 Mhz
- 13. Galati – 100.10 Mhz
- 14. Hunedoara – 93.10 Mhz
- 15. Iasi – 87.80 Mhz

- 16. Mangalia – 107.10 Mhz
- 17. Medgidia – 89.90 Mhz
- 18. Pitesti – 91.70 Mhz
- 19. Ploiesti – 96.50 Mhz
- 20. Predeal – 103.00 Mhz
- 21. Rm Valcea – 98.10 Mhz
- 22. Resita – 89.00 Mhz
- 23. Roman – 93.70 Mhz
- 24. Satu Mare – 96.50 Mhz
- 25. Sibiu – 94.90 Mhz
- 26. Sinaia – 93.30 Mhz
- 27. Slatina – 94.10 Mhz
- 28. Suceava – 88.60 Mhz
- 29. Targoviste – 91.00 Mhz
- 30. Targu Mures – 101.60 Mhz
- 31. Timisoara – 97.40 Mhz



PRO FM

rețea cu acoperire mare în zona urbană

Conditii de vanzare

Pentru pozitionari speciale ale spoturilor in cadrul break - urilor publicitare vor fi aplicati urmatorii coeficienti de majorare:

- **Solo spot** **+100%**
- **Prima si ultima pozitie in calup** **+20%**
- **A doua si penultima pozitie in calup** **+10%**
- **Spot top & tail** **+15%**
- **Pozitionarea unui spot intr-un anumit calup** **+10%**
- **Citarea de catre acelasi anuntator a unei alte marci** **+10%**

In functie de durata lor, spoturile vor fi tarificate conform indexului alaturat:

Durata Spot:	5 sec.	10 sec.	15 sec.	20 sec.	25 sec.	30 sec.	35 sec.	40 sec.	45 sec.	50 sec.	55 sec.	60 sec.
Coeficient:	30%	50%	60%	80%	90%	100%	120%	135%	155%	170%	190%	200%



Conditii de vanzare

- Preturile sunt valabile pentru spoturi de 30 sec.;**
- Preturile nu includ TVA(19%) si taxa de sanatate(12%);**
- Prima de bun venit este de 5% si se acorda numai in prima luna clientilor care nu au avut campanii in anul precedent. Se cumuleaza cu discount-ul de volum client;**

