



Radio Group



switch

stream

inspire on

**BLACK FRIDAY ON RADIO N-JOY  
PERIOD: NOVEMBER 2022**

## THE EXPERTS OF ... ADVISE



\$  
Black  
FRiDAY  
\*\*\*  
Sale

In one commercial break of the daily program, your sponsorship tag will opening your segment with a sound. It will be immediately followed by product placement by a host, and a closing tag.

Throughout the rest of the day, our other hosts will also be doing live announcements for the period of the special promotions.

In an exclusive paid report from "the scene of the event", you will have the opportunity to give useful ideas and tricks for adequate and fast shopping during the hustle and bustle of Black Friday. Mentions of some of your special product offers is also possible here.

## PARAMETERS/1 WEEK N-JOY

We invite you to present your expert opinion on how listeners can most effectively prepare for and carry out the great shopping. It will culminate in winning prizes from the game of ... on Radio N-JOY - "The experts of ... advise for a successful Black Friday". With it, we will challenge users to share their shopping tricks under a FB post on the radio's profile. The post will be accompanied by your corporate image.

Tags before and after product placement/4 per day	20
Product placement/2 per day	10
Live announcements/5 per day	25
Paid report from the scene	1
Presence on the site <a href="https://njoy.bg/news/">https://njoy.bg/news/</a>	1

### Final Value

**3 547,56 BGN**

The prices are net, in BGN, without VAT and are not subject to additional discounts.

The prices include BGN 280 production costs.

Final price is after 5% agency and special 15% discount for this theme package.



## More information:

1. All values are in BGN, without VAT.
2. All materials (information, texts and images) necessary for the implementation of the campaign are submitted at least 5 business days before its start date.
3. The content of all live announcements and PR materials is subject to approval with regard to the requirements of the current legislation.
4. Images are submitted client-side at 1920x1080 pixels, with the main game information in the middle of the image.
5. Visual materials and accompanying texts to be published on the radio's social media are subject to approval by the Marketing team.
6. Upon change of the parameters, you will receive a new offer.
7. For more information: <http://www.njoy.bg/>