



Radio Group

Valentine's Day Special Offer
N-JOY Love Chart 2023

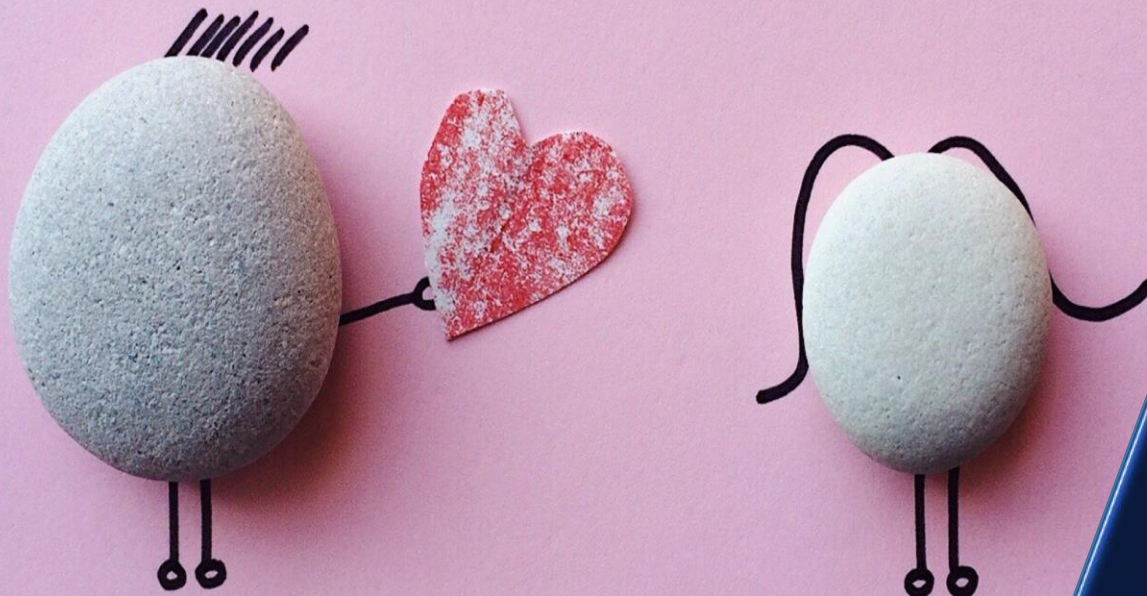
14 hour love marathon from 07:00 to 21:00

Romantic TOP 40

With the help of our listeners, we'll compile the most loving, most sensual and romantic TOP 40 love song favorites of all time. Your sponsorship presence will be heard on air and supported on the radio's social media. From the AM, your sponsorship tags will sound, through which we will wish our listeners a day full of positive emotions. "(Your brand) greets you with the next track, an audience favorite on Radio N-JOY's Romantic TOP 40!"

A Facebook post with your corporate visuals will announce the start of the love music marathon. In this post we will invite listeners to write down their favorite romantic track that can be heard throughout the day. With a listener vote collected in that way, we will determine the 40 most preferred songs, which we will announce and publish within the same week. Let's climb the chart of sentimental memories and current positive emotions together! In the meantime, on a raffle basis during the day we will give away your sponsored prizes live on air.

Parameters



Love Chart:

- 14 sponsorship tags on the day of the marathon
- 20 preliminary promo announcements/5 BONUS;

BONUSES:

- Posts on the social media of the radio
- Live announcements with the prize-winners and the prizes
- 30 BONUS Live announcements about your sponsorship
- 5 promo announcements out of the total number of 20.

Special price including 5% agency and 15% preferential discounts:
BGN 2167 without VAT

The final price includes BGN 200 production costs.

Additional information:

1. All values are in BGN, sans VAT.
2. The game mechanics are discussed in detail and finalized between the client and the radio advertising specialist a week before the start of the activity.
3. All materials (information, texts and images) necessary for the implementation of the campaign are submitted at least 5 business days before its start date.
4. The content of all live announcements and PR materials is subject to approval regarding the requirements of the current legislation.
5. Game images are submitted client-side at 1920 x 1080 pixels, with the main game information in the middle of the image.
6. Visual materials and accompanying texts to be published on the radio's social media are subject to approval by the Marketingteam.
7. The parties agree on the terms and prizes in the game, such as daily prizes to be worth no less than BGN 30, etc. Rewards cannot be tied to a purchase, nor can they represent a percentage reduction/discount on the value of a product/service. All statutory requirements for awarding prizes also apply.
8. Winner(s) will be chosen at random.
9. Upon change of the parameters, you will receive a new offer.
10. For more information: <http://www.njoy.bg/>



Radio Group