**生活频率群（生活广播）2021年广告价格表**

**★常规广告 （单位：元）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **段位** | **时段** | | | | | | | | | | **单价** | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 10 | 15 | 20 | 30 |
| 秒/次 | 秒/次 | 秒/次 | 秒/次 |
| T | 07:00 | 07:15 | 07:30 | 07:45 | 17:00 | 17:15 | 17:30 | 17:45 |  |  | 290 | 430 | 570 | 850 |
| A | 08:00 | 08:59 | 12:00 | 12:15 | 12:30 | 12:45 | 18:00 | 18:15 | 18:30 | 18:45 | 250 | 370 | 490 | 730 |
| B | 19:00 | 19:15 | 19:30 | 19:45 |  |  |  |  |  |  | 190 | 280 | 370 | 550 |

**★套播广告 （单位：元）**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 套播广告形式 |  |  |  |  |  |
| 类  型 | 时段 | 10秒/天 | 15秒/天 | 20秒/天 | 30秒/天 |
| 套播3次 | 1T+2A | 750 | 1050 | 1400 | 2100 |
| 套播5次 | 2T+3A | 1200 | 1750 | 2300 | 3450 |
| 套播10次 | 5T+5A | 2200 | 3250 | 4300 | 6450 |
| 套播15次 | 5T+5A+5B | 2900 | 4300 | 5700 | 8550 |

**说明：**

**1、广告要求符合广告法规定、审批手续齐全，先付款、后播出。**

**2、因品牌点位受专题广告影响较大，下单前须提前与频率广告部沟通。**

**3、本刊例最终解释权归河北广播电视台所有。**