**生活频率群（农民广播）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 | 11 | 12 | 13 | 5 | 10 | 15 | 20 | 30 |
| 秒/次 | 秒/次 | 秒/次 | 秒/次 | 秒/次 |
| T | 07:00 | 07:15 | 07:30 | 07:45 | 08:00 | 08:15 | 08:30 | 17:30 | 17:45 | 18:00 | 18:15 | 18;30 |  | 300 | 473 | 858 | 966 | 1202 |
| A | 08:45 | 09:00 | 09:15 | 09:30 | 10:00 | 11:00 | 11:45 | 12:00 | 12:15 | 14:00 | 15:00 | 16:00 | 17:15 | 258 | 386 | 687 | 902 | 966 |
| B | 09:45 | 10:15 | 10:30 | 10:45 | 11:15 | 11:30 | 12:30 | 12:45 | 15:30 | 16:45 | 17:00 | 18:45 |  | 215 | 323 | 429 | 644 | 752 |
| C | 06:00 | 06:15 | 06:30 | 13:00 | 13:30 | 14:15 | 14:30 | 14:45 | 15:15 | 15:45 | 16:15 | 16:30 | 19:00 | 65 | 108 | 129 | 171 | 215 |

**★套播广告 （单位：元）**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 套播广告形式 | | | | | | |
| 类  型 | 时段 | 5秒/天 | 10秒/天 | 15秒/天 | 20秒/天 | 30秒/天 |
| 套播3次 | T+A+B | 618 | 945 | 1580 | 2009 | 2336 |
| 套播5次 | T+2A+B+C | 876 | 1340 | 2232 | 2867 | 3279 |
| 套播8次 | 2T+2A+2B+2C | 1340 | 2061 | 3365 | 4292 | 5013 |
| 套播10次 | 2T+3A+3B+2C | 1718 | 2628 | 4257 | 5528 | 6387 |
| 套播12次 | 4T+4A+3B+C | 2352 | 3606 | 6077 | 7658 | 8912 |
| 套播15次 | 5T+5A+4B+C | 2970 | 4767 | 7656 | 9666 | 11247 |

**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。**