

# DIEMA\_Program Schedule 2008

May 2008



TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
6:00	06:00 Mi vida eres tu	06:00 Mi vida eres tu	06:00 Mi vida eres tu	06:00 Mi vida eres tu	06:00 Mi vida eres tu	06:00 Pumukly 50	06:00 Pumukly 50	6:00
6:30	70	70	70	70	70	06:30 Mezga Csalad 50	06:30 Mezga Csalad 50	6:30
7:00	06:50 Mi vida eres tu	06:50 Mi vida eres tu	06:50 Mi vida eres tu	06:50 Mi vida eres tu	06:50 Mi vida eres tu	07:00 Adventures of the Little Mermaid 50	07:00 Oliver Twist 50	7:00
7:30	70	70	70	70	70	07:30 Lassie 50	07:30 Lassie 50	7:30
8:00	07:35 Colombo \R\	07:35 Colombo \R\	07:35 Colombo \R\	07:35 Colombo \R\	07:35 Colombo \R\	08:00 Flipper 120	08:00 Flipper 120	8:00
8:30	08:30 How clean is your house \R\ 90	08:30 How clean is your house \R\ 90	08:30 How clean is your house \R\ 90	08:30 How clean is your house \R\ 90	08:30 How clean is your house \R\ 90	09:00 Dinotopia 200	09:00 Dinotopia 200	8:30
9:00	09:25 Project Runway \R\ 90	09:25 Project Runway \R\ 90	09:25 Project Runway \R\ 90	09:25 Project Runway \R\ 90	09:25 Project Runway \R\ 90	10:00 Knight rider 200	10:00 Knight rider 200	9:00
9:30	90	90	90	90	90	11:00 Movie 240	11:00 Movie 240	9:30
10:00	10:20 Movie 110	10:20 Movie 110	10:20 Movie 110	10:20 Movie 110	10:20 Movie 110	13:00 Walker Texas Ranger 260	13:00 Walker Texas Ranger 260	10:00
10:30	110	110	110	110	110	14:00 Magnum 260	14:00 Magnum 260	10:30
11:00	12:10 Veronica's Closet 120	12:10 Veronica's Closet 120	12:10 Footballers Wives 120	12:10 Footballers Wives 120	12:10 Footballers Wives 120	15:00 Air America 260	15:00 Movie 260	11:00
11:30	12:40 Gata Salvaje \R\ 120	12:40 Gata Salvaje \R\ 120	12:40 Gata Salvaje \R\ 120	12:40 Gata Salvaje \R\ 120	12:40 Gata Salvaje \R\ 120	16:00 Studio 650	16:30 Stingers 480	11:30
12:00	120	120	120	120	120	17:00 Live FAPL 1200	17:30 Movie 480	12:00
12:30	13:35 Colombo 120	13:35 Colombo 120	13:35 Colombo 120	13:35 Colombo 120	13:35 Colombo 120	18:00 Movie 480	18:00 Movie 480	12:30
13:00	14:30 Crossing Jordan 120	14:30 Crossing Jordan 120	14:30 Crossing Jordan 120	14:30 Crossing Jordan 120	14:30 Crossing Jordan 120	18:55 FAPL Studio 650	19:30 Pink Panther 260	13:00
13:30	15:30 How clean is your house 160	15:30 How clean is your house 160	15:30 How clean is your house 160	15:30 How clean is your house 160	15:30 How clean is your house 160	20:00 Movie 900	20:00 Bulgarian movie 900	13:30
14:00	16:30 Project Runway 210	16:30 Project Runway 210	16:30 Project Runway 210	16:30 Project Runway 210	16:30 Project Runway 210	22:00 Movie 720	22:00 Movie 720	14:00
14:30	17:30 Gata Salvaje 280	17:30 Gata Salvaje 280	17:30 Gata Salvaje 280	17:30 Gata Salvaje 280	17:30 Gata Salvaje 280	23:30 Movie 200	23:30 Movie 200	14:30
15:00	18:30 Veronica's Closet 300	18:30 Veronica's Closet 300	18:30 Footballers Wives 300	18:30 Footballers Wives 300	18:30 Footballers Wives 300	00:00 The wire 100	00:00 The wire 100	15:00
15:30	19:00 Cobra 11 480	19:00 Cobra 11 480	19:00 Cobra 11 480	19:00 Cobra 11 480	19:00 Cobra 11 480	01:00 Hotline 50	01:00 Hotline 50	15:30
16:00	20:00 Cobra 11 480	20:00 Cobra 11 480	20:00 Cobra 11 480	20:00 Cobra 11 480	20:00 Cobra 11 480	01:30 Movie 50	01:30 Movie 50	16:00
16:30	21:00 Cold case 540	21:00 Cold case 540	21:00 Cold case 540	21:00 Cold case 540	21:00 Cold case 540	02:00 Movie 50	02:30 Movie 50	16:30
17:00	22:00 US Movie 900	22:00 US Movie 900	22:00 US Movie 900	22:00 US Movie 900	22:00 US Movie 900			17:00
17:30	23:00 US Movie 900	23:00 US Movie 900	23:00 US Movie 900	23:00 US Movie 900	23:00 US Movie 900			17:30
18:00	00:00 The wire 100	00:00 The wire 100	00:00 The wire 100	00:00 The wire 100	00:00 The wire 100			18:00
18:30	01:05 Hotline 50	01:05 Hotline 50	01:05 Hotline 50	01:05 Hotline 50	01:05 Hotline 50			18:30
19:00	01:40 Movie 50	01:40 Movie 50	01:40 Movie 50	01:40 Movie 50	01:40 Movie 50			19:00
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1. Spot lengths

For the different spot lengths the prices will be calculated via the following stated coefficients:

Up to	Coefficient	Up to	Coefficient
5" spot	0.40	35" spot	1.20
10" spot	0.60	40" spot	1.40
15" spot	0.75	45" spot	1.60
20" spot	0.90	50" spot	1.80
25" spot	0.95	55" spot	1.90
30" spot	1.00	60" spot	2.00

2. The price for one sponsorship tags (up to 10 seconds) is equal to 50% of the price for a 30"spot.

3. Prices are calculated on 30" spot basis. Prices are in BGN and do not include VAT.

Please contact Diema Sales Department for more information:

Phone: (+359 2) 971 10 15; Fax: (+359 2) 971 99 21; 25, Nezabravka Str., Park Hotel Moskva, 1113 Sofia, Bulgaria; www.diema.bg