



Rate Card bTV
Valid from June 1 2014

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 121	Night Program 121	Night Program 121	Night Program 121	Night Program 121	Cartoons 252	Cartoons 252	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Agro Forum 404	Zvezdev's Kitchen 404	06:30
07:00						The Spirit of Health 606	The Spirit of Health 404	07:00
07:30								07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	1 191	1 191	1 191	1 191	1 191			09:00
09:30	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			09:30
10:00								10:00
10:30						1 212	1 212	10:30
11:00		656	656	656	656	Cool T 808	Wanted 1 010	11:00
11:30	Bon Apeti 656	Bon Apeti 656	Bon Apeti 656	Bon Apeti 656	Bon Apeti 656			11:30
12:00	News 1 312	News 1 312	News 1 312	News 1 312	News 1 312	News 1 414	News 1 818	12:00
12:30	Slavi Show RR 820	Slavi Show RR 820	Slavi Show RR 820	Slavi Show RR 820	Slavi Show RR 820	A La Minute 1 010	The Unknown 1 212	12:30
13:00	Series	Series	Series	Series	Series	Movie	Movie	13:00
13:30								13:30
14:00								14:00
14:30	504	504	504	504	504	775	930	14:30
15:00	Series	Series	Series	Series	Series	Africa 1 212	Africa 1 010	15:00
15:30								15:30
16:00	882	882	882	882	882	Africa 1 212	Africa 1 212	16:00
16:30	Zvezdev's Kitchen 1 010	Zvezdev's Kitchen 1 010	Zvezdev's Kitchen 1 010	Zvezdev's Kitchen 1 010	Zvezdev's Kitchen 1 010			16:30
17:00	News 1 414	News 1 414	News 1 414	News 1 414	News 1 414	120 Minutes	Movie	17:00
17:30	Face to Face 1 212	Face to Face 1 212	Face to Face 1 212	Face to Face 1 212	Face to Face 1 212			17:30
18:00	Series	Series	Series	Series	Series			18:00
18:30	1 085	1 085	1 085	1 085	1 085	728	1 085	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	4 545	4 545	4 545	4 545	4 545	3 535	4 040	19:30
20:00	Love Story	Love Story	Love Story	Love Story	Love Story	Pay It Forward	Movie	20:00
20:30								20:30
21:00	5 324	5 324	5 324	5 324	5 324			21:00
21:30	Rebellion Land	Rebellion Land	Rebellion Land	Rebellion Land	The Comedians	3 535	3 388	21:30
22:00						Late News 3 430	Late News 3 430	22:00
22:15	4 114	4 114	4 114	4 114	4 040	Movie	Movie	22:15
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show			22:30
23:00	2 940	2 940	2 940	2 940	2 940			23:00
23:30	Late News 1 960	Late News 1 960	Late News 1 960	Late News 1 960	Late News 1 960		1 642	23:30
00:00	Series	Series	Series	Series	Series	2 814	Movie	00:00
00:30	678	678	678	678	678	Movie		00:30
01:00	Series	Series	Series	Series	Series			01:00
01:30								01:30
02:00	509	509	509	509	509	678	678	02:00
06:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	06:00
	121	121	121	121	121	121	121	



bTV Media Group



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On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	06:30	Morning Show	1 191	3.0	397	3.7	319	2.7	441
	M-F	09:30	Late Morning Show	656	2.0	328	2.5	263	1.8	365
	M-F	11:30	Bon Apeti	656	2.0	328	2.5	263	1.8	365
	M-F	12:00	12 o'clock News	1 312	4.0	328	5.0	263	3.6	365
	M-F	12:30	Slavi's Show (re-run)	820	2.5	328	3.1	263	2.2	365
	M-F	13:30	Series	504	2.0	252	2.5	202	1.8	280
	M-F	15:00	Series	882	3.5	252	4.4	202	3.2	280
	M-F	16:30	Zvezdev's Kitchen	1 010	2.5	404	3.5	285	2.2	454
	M-F	17:00	17 o'clock News	1 414	3.5	404	5.0	285	3.1	454
	M-F	17:30	Face to Face	1 212	3.0	404	4.3	285	2.7	454
	M-F	18:00	Series	1 085	3.5	310	5.0	218	3.1	348
	M-F	19:00	News Hour	4 545	9.0	505	12.3	371	7.6	596
	M-F	20:00	Love Story	5 324	11.0	484	15.0	355	9.3	572
02.06.2014	M-F	20:00	Slavi's Show	6 060	12.0	505	16.3	371	10.2	596
	M-Th	21:30	Rebellion Land	4 114	8.5	484	11.6	355	7.2	572
	F	21:30	The Comedians	4 040	8.0	505	10.9	371	6.8	596
02.06.2014	M	22:00	The Family	5 304	8.5	624	11.6	458	7.2	737
	M-F	22:30	Slavi's Show	2 940	6.0	490	7.9	372	5.2	567
	M-F	23:30	Late News	1 960	4.0	490	5.3	372	3.5	567
	M-F	00:00	Series	678	2.0	339	2.2	310	1.9	353
	M-F	01:00	Series	509	1.5	339	1.6	310	1.4	353
	M-F	02:00	Night Program	121	1.0	121	0.9	141	0.9	131

On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	252	1.0	252	1.3	189	0.8	298
	Sa	06:30	Agro Forum	404	1.0	404	1.3	303	0.8	478
	Sa	07:00	The Spirit of Health	606	1.5	404	2.0	303	1.3	478
	Sa	08:00	This Saturday	1 212	3.0	404	4.0	303	2.5	478
	Sa	11:00	Cool-T	808	2.0	404	2.7	303	1.7	478
	Sa	12:00	12 o'clock News	1 414	3.5	404	4.7	303	3.0	478
07.06.2014	Sa	12:30	Nothing Personal	1 010	2.5	404	3.3	303	2.1	478
14.06.2014	Sa	12:30	A La Minute	1 010	2.5	404	3.3	303	2.1	478
	Sa	13:00	Movie	775	2.5	310	3.3	232	2.1	367
	Sa	15:00	Africa	1 212	3.0	404	4.0	303	2.5	478
	Sa	16:00	Africa	1 212	3.0	404	4.5	269	2.2	549
	Sa	17:00	120 Minutes	728	2.0	364	3.0	242	1.5	495
	Sa	19:00	News Hour	3 535	7.0	505	9.2	385	5.8	606
	Sa	20:00	Pay It Forward	3 535	7.0	505	9.2	385	5.8	606
21.06.2014	Sa	20:00	Movie	3 146	6.5	484	8.5	369	5.4	581
	Sa	22:00	Late News	3 430	7.0	490	8.1	423	6.3	541
	Sa	22:15	Movie	2 814	6.0	469	7.0	404	5.4	518
	Sa	00:30	Movie	678	2.0	339	2.4	284	1.7	388
	Sa	02:00	Night Program	121	1.0	121	1.1	115	0.7	184

On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Cartoons	252	1.0	252	1.3	189	0.8	298
	Su	06:30	Zvezdev's Kitchen	404	1.0	404	1.3	303	0.8	478
	Su	07:00	The Spirit of Health	404	1.0	404	1.3	303	0.8	478
	Su	08:00	This Sunday	1 212	3.0	404	4.0	303	2.5	478
	Su	11:00	Wanted	1 010	2.5	404	3.3	303	2.1	478
	Su	12:00	12 o'clock News	1 818	4.5	404	6.0	303	3.8	478
	Su	12:30	The Unknown	1 212	3.0	404	4.0	303	2.5	478
15.06.2014	Su	12:30	A La Minute	930	3.0	310	4.0	232	2.5	367
	Su	13:00	Movie	930	3.0	310	4.0	232	2.5	367
01.06.2014	Su	15:00	Documentary	808	2.0	404	2.7	303	1.7	478
08.06.2014	Su	15:00	Africa	1 212	3.0	404	4.0	303	2.5	478
08.06.2014	Su	16:00	Africa	1 212	3.0	404	4.5	269	2.2	549
	Su	16:00	Let Them Talk	1 320	3.0	440	4.5	293	2.2	598
08.06.2014	Su	17:00	Movie	1 085	3.5	310	5.3	206	2.6	421
	Su	19:00	News Hour	4 040	8.0	505	10.5	385	6.7	606
	Su	20:00	Movie	3 388	7.0	484	9.2	369	5.8	581
	Su	22:00	Late News	3 430	7.0	490	8.1	423	6.3	541
	Su	22:15	Movie	1 642	3.5	469	4.1	404	3.2	518
	Su	00:00	Movie	678	2.0	339	2.4	284	1.7	388
	Su	02:00	Night Program	121	1.0	121	1.1	115	0.7	184



Rate Card for the Niche TV Channels of BMG Valid as of June 1 2014

30" spot prices (Client/Agency media planning) – in BGN, excl. VAT

Time Zone	From	To	bTV	bTV	bTV	bTV	Ring.BG	Fiesta TV	City TV
			Action	Cinema	Comedy	Lady			
DT	06:00	16:00	155	120	175	65	20	65	65
PA	16:00	19:00	215	170	245	90	25	90	90
PT	19:00	00:00	305	240	350	125	35	125	125
LF	00:00	02:00	185	145	210	75	20	75	75
N	02:00	06:00	-	-	45	-	10	-	10

The prices for the sport championships are subject to a separate rate card.

30" spot Package prices (BMG Team's planning) – in BGN, excl. VAT

Package Level	Gross Budget		Price for 30"						
	From	To	bTV	bTV	bTV	bTV	Ring.BG	Fiesta TV	City TV
			Action	Cinema	Comedy	Lady			
1	1 900	5 700	125	97	143	51	14	51	51
2	5 700	10 800	111	86	127	45	13	45	45
3	10 800	14 500	97	76	111	40	11	40	40
4	Над 14 500		83	65	96	34	10	34	34

Clients can choose to allocate their budget according to the packages above in one or more channels upon their discretion. The distribution of the budget depends on the channels chosen and is calculated automatically in the official order template.

In order to use the package prices, the budget should be used within a four-week period. If the campaign exceeds the four-week period, the amount should be proportionally increased with the amount of the exceeding period.

If a package is bought, BMG guarantees 100% delivery of the following rating points. The ratings are per spot, average for the day. The total amount of guaranteed TRPs per package is calculated in the official order template.

Target Group	bTV	bTV	bTV	bTV	Ring.BG	Fiesta TV	City TV
	Action	Cinema	Comedy	Lady			
All 18-49	0.27	0.21	0.31	0.11	0.02	-	-
Women 25-54	0.35	0.27	0.40	0.14	0.03	-	-
Men 18-49	0.23	0.18	0.27	0.10	0.02	-	-

Sponsorships and alternative forms of advertising

Special proposals can be made by the Sales Department according to the Clients needs, including all possible alternative forms of advertising.

All other subjects not mentioned in the present document are regulated by the General Rules for broadcasting of TV commercial communications in the TV channels of bMG for 2013. bMG's Sales Department reserves the right to make changes in the present Rate Card.



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Indexes & Coefficients

Price For:	Equals:
5" spot	40% x 30" Price
10" spot	60% x 30" Price
15" spot	75% x 30" Price
20" spot	90% x 30" Price
25" spot	95% x 30" Price
30" spot	100% x 30" Price
35" spot	120% x 30" Price
40" spot	140% x 30" Price
45" spot	160% x 30" Price
50" spot	180% x 30" Price
55" spot	190% x 30" Price
60" spot	200% x 30" Price

Type of advertising	Index to spot with the same length bTV	Index to spot with the same length NC	Max Lengths in Sec
Paid Report	75%	75%	120

Type of advertising	Index to 30"	Index to 30" NC	Max Lengths in
7"+7" Sponsorship tags	100%	100%	14
Sponsored Promo	60%	100%	15
3"+4" Break IDs	100%	100%	7
3"+4" x Break Ids + VO	120%	100%	7
Content Split	120%	100%	10
Credit Split	110%	100%	10
Countdown	70%	100%	10
Skyscraper	70%	100%	10
Cut-in	70%	100%	10
Crawl	40%	100%	15
Branded Bug	50%	100%	10
Branded Promo-bug	50%	100%	10

Price Surcharges	Price Surcharge
Break	10%
First in Break (FIB)	20%
Last in Break (LIB)	20%
Break & FIB	30%
Break & LIB	30%
Top & Tail	25%

Time Zones	
Day Time	06:00 - 16:00
Prime Access	16:00 - 19:00
Prime Time	19:00 - 00:00
Late Fringe	00:00 - 02:00
Night	02:00 - 06:00



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