





**Rate Card bTV**  
**Valid from Jul 1 2014**

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	1 197	3.0	399	4.0	299	2.5	471
	M-F	09:30	Late Morning Show	495	1.5	330	2.0	248	1.3	389
	M-F	12:00	12 o'clock News	1 155	3.5	330	4.7	248	3.0	389
	M-F	12:30	Slavi's Show (re-run)	825	2.5	330	3.3	248	2.1	389
	M-F	13:30	Series	506	2.0	253	2.7	190	1.7	298
28.07.2014	M-F	14:30	Series	506	2.0	253	2.7	190	1.7	298
	M-F	15:00	Series	886	3.5	253	4.7	190	3.0	298
28.07.2014	M-F	16:00	Series	886	3.5	253	4.7	190	3.0	298
	M-F	17:00	17 o'clock News	1 421	3.5	406	5.3	269	2.9	498
	M-F	17:30	Face to Face	1 421	3.5	406	5.3	269	2.9	498
28.07.2014	M-F	17:30	Series	936	3.0	312	4.5	207	2.4	383
	M-F	18:00	Series	936	3.0	312	4.5	207	2.4	383
	M-F	19:00	News Hour	4 056	8.0	507	11.1	364	6.7	609
	M-F	20:00	Love Story	4 870	10.0	487	13.9	350	8.3	585
	M-Th	21:30	Rebellion Land	3 896	8.0	487	11.1	350	6.7	585
	F	21:00	The Comedians	4 056	8.0	507	11.1	364	6.7	609
	M-F	22:30	Slavi's Show	2 952	6.0	492	8.1	363	5.0	586
	M-F	23:30	Late News	1 968	4.0	492	5.4	363	3.4	586
	M-F	00:00	Series	682	2.0	341	2.3	297	2.0	347
	M-F	01:00	Series	682	2.0	341	2.3	297	2.0	347
	M-F	02:00	Night Program	122	1.0	122	1.0	124	0.9	138

On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	253	1.0	253	1.5	166	0.8	329
	Sa	06:30	Agro Forum	406	1.0	406	1.5	267	0.8	528
	Sa	07:00	The Spirit of Health	609	1.5	406	2.3	267	1.2	528
	Sa	08:00	This Saturday	1 015	2.5	406	3.8	267	1.9	528
	Sa	11:00	Cool-T	609	1.5	406	2.3	267	1.2	528
	Sa	12:00	12 o'clock News	1 218	3.0	406	4.6	267	2.3	528
	Sa	12:30	Home Wars	812	2.0	406	3.0	267	1.5	528
	Sa	13:00	Movie	624	2.0	312	3.0	205	1.5	405
	Sa	15:00	Africa	812	2.0	406	3.0	267	1.5	528
	Sa	16:00	Africa	812	2.0	406	3.1	259	1.5	554
	Sa	17:00	120 Minutes	913	2.5	365	3.9	233	1.8	498
	Sa	19:00	News Hour	3 296	6.5	507	8.7	377	5.6	587
	Sa	20:00	Movie	2 679	5.5	487	7.4	362	4.8	564
	Sa	22:00	Late News	2 460	5.0	492	6.0	410	4.6	539
	Sa	22:15	Movie	2 124	4.5	472	5.4	394	4.1	517
	Sa	00:30	Movie	682	2.0	341	2.1	319	2.0	337
	Sa	02:00	Night Program	122	1.0	122	1.2	105	0.8	156

On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Cartoons	253	1.0	253	1.5	166	0.8	329
	Su	06:30	Zvezdev's Kitchen	406	1.0	406	1.5	267	0.8	528
	Su	07:00	The Spirit of Health	406	1.0	406	1.5	267	0.8	528
	Su	08:00	This Sunday	1 015	2.5	406	3.8	267	1.9	528
	Su	11:00	Wanted	812	2.0	406	3.0	267	1.5	528
	Su	12:00	12 o'clock News	1 421	3.5	406	5.3	267	2.7	528
	Su	12:30	Home Wars	812	2.0	406	3.0	267	1.5	528
	Su	13:00	Movie	624	2.0	312	3.0	205	1.5	405
	Su	15:00	Africa	812	2.0	406	3.0	267	1.5	528
	Su	16:00	Africa	812	2.0	406	3.1	259	1.5	554
	Su	17:00	Movie	936	3.0	312	4.7	199	2.2	425
	Su	19:00	News Hour	3 549	7.0	507	9.4	377	6.0	587
	Su	20:00	Movie	2 922	6.0	487	8.1	362	5.2	564
	Su	22:00	Late News	2 952	6.0	492	7.2	410	5.5	539
20.07.2014	Su	22:15	A La Minute	2 460	5.0	492	6.0	410	4.6	539
	Su	22:15	Movie	1 652	3.5	472	4.2	394	3.2	517
20.07.2014	Su	22:30	Movie	1 652	3.5	472	4.2	394	3.2	517
	Su	00:00	Movie	682	2.0	341	2.1	319	2.0	337
20.07.2014	Su	00:30	Movie	682	2.0	341	2.1	319	2.0	337
	Su	02:00	Night Program	122	1.0	122	1.2	105	0.8	156



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## Rate Card for the Thematic TV Channels of BMG Valid as of Jul 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
			Action	Cinema	Comedy	Lady		
DT	06:00	16:00	155	135	175	75	20	75
PA	16:00	19:00	215	190	245	105	25	105
PT	19:00	00:00	310	270	350	150	35	150
LF	00:00	02:00	185	160	210	90	20	90
N	02:00	06:00	-	-	45	-	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
			Action	Cinema	Comedy	Lady		
1	1 900	5 700	107	93	121	51	14	51
2	5 700	10 800	95	82	107	46	13	46
3	10 800	14 500	83	72	94	40	11	40
4	Над 14 500		71	62	81	34	10	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
	Action	Cinema	Comedy	Lady		
All 18-49	0.23	0.20	0.26	0.11	0.02	-
Women 25-54	0.31	0.27	0.35	0.15	0.03	-
Men 18-49	0.20	0.17	0.22	0.09	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.



**bTV Media Group**



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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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