



## Rate Card for Broadcasting Commercial Communications of BTV Media Group EAD Valid from Apr 1 2024

Clients may choose, at their discretion, to buy airings in the TV bundles defined by BMG, or in a particular program in bTV or time slot in the thematic TV channels - bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING with no rating guaranteed.

BMG defines the following TV bundles that include the channels specified below, according to the target group.

A15-64	A 18-49	F 25-54	M 18-49
bTV	bTV	bTV	bTV
bTV Action	bTV Action	bTV Action	bTV Action
bTV Cinema	bTV Cinema	bTV Cinema	bTV Cinema
bTV Comedy	bTV Comedy	bTV Comedy	bTV Comedy
bTV Story	bTV Story	bTV Story	bTV Story
RING	RING	RING	RING
Soul&Pepper	Soul&Pepper	Soul&Pepper	
Wness TV	Wness TV	Wness TV	

For all channels in a TV bundle BMG guarantees rating points, as described in detail in each monthly Rate card. The gross prices will be applied to the guaranteed rating points for each program in bTV and the average rating for the respective time slot in the Thematic Channels.

The rating points (RTG) in the rate card include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the peoplemetric agency whose services BTV Media Group EAD uses.

### Time Slots

BMG sells commercial time with regard to the two time slots specified below. Commercial breaks are associated with the time slot in which they are broadcast.

Time Slot	From - To
Off Prime Time	00:00 – 17:29
Prime Time	17:30 – 23:59

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

All other subjects not mentioned in the present document are regulated by the TV Sales Policy for 2024 and the General Sales Rules for broadcasting TV commercial communications by BTV Media Group EAD. BMG's Sales Department reserves the right to make changes in the present Rate Card.



Guaranteed Rating Points, bTV  
Valid as of Apr 1, 2024

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	M-F	6:00	Morning Show	3.0	3.6	3.3	2.8
	M-F	9:30	Late Morning Show	3.0	3.6	3.3	2.8
	M-F	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	M-F	12:30	The Comedians and Friends (re-run)	3.0	3.6	3.3	2.8
	M-F	13:30	Series	3.0	3.6	3.3	2.8
	M-F	15:00	Series	3.0	3.6	3.3	2.8
	M-F	16:00	Series	3.0	3.6	3.3	2.8
	M-F	17:00	17 o'clock News	3.5	4.2	3.8	3.3
	M-F	17:30	Face to Face	4.5	5.4	4.9	4.2
	M-F	18:00	Who Wants To Be A Millionaire?	7.0	8.4	7.7	6.6
	M-F	19:00	News Hour	8.0	9.6	8.8	7.5
	M	20:00	Movie	7.0	8.4	7.7	6.6
	Tue	20:00	Dancing Stars	11.0	13.2	12.1	10.4
	Wed-TR	20:00	The Bachelor	11.0	13.2	12.1	10.4
	F	20:00	I Love My Country	9.5	11.4	10.4	8.9
01.04. & 08.04.2024	M	22:30	Late News	7.5	9.0	8.2	7.1
	F	22:30	Dancing Stars Extra	7.5	9.0	8.2	7.1
01.04. & 08.04.2024	Tue-F	23:00	Late News	4.5	5.4	4.9	4.2
	M	23:00	Series	3.0	3.6	3.3	2.8
	M-F	23:30	Series *	3.0	3.6	3.3	2.8
	M-F	0:00	Series *	3.0	3.6	3.3	2.8
01.04. & 08.04.2024	M	0:00	Series	2.0	2.4	2.2	1.9
	M-F	0:30	Series	2.0	2.4	2.2	1.9
	M-F	1:30	Series	1.5	1.8	1.6	1.4
	M-F	2:00	Night Program	1.0	1.2	1.1	0.9

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	Sa	6:00	The World of Health (re-run)	1.0	1.2	1.1	0.9
	Sa	6:30	Documentary	1.5	1.8	1.6	1.4
	Sa	7:30	This Saturday	3.0	3.6	3.3	2.8
	Sa	11:00	The Taste of Bulgaria	3.0	3.6	3.3	2.8
	Sa	11:30	The World of Health	3.0	3.6	3.3	2.8
	Sa	12:00	12 o'clock News	3.5	4.2	3.8	3.3
	Sa	12:30	Movie	3.0	3.6	3.3	2.8
	Sa	14:00	Movie	3.0	3.6	3.3	2.8
	Sa	16:00	Wanted	3.0	3.6	3.3	2.8
	Sa	17:00	Life based on a true story *	4.0	4.8	4.4	3.8
	Sa	17:30	Life based on a true story *	4.0	4.8	4.4	3.8
	Sa	19:00	News Hour	8.0	9.6	8.8	7.5
	Sa	20:00	Home Makeover	10.0	12.0	11.0	9.4
	Sa	22:00	Undercover Season 1	5.5	6.6	6.0	5.2
	Sa	23:00	Movie *	3.5	4.2	3.8	3.3
	Sa	0:00	Movie *	3.5	4.2	3.8	3.3
	Sa	1:30	Documentary	1.5	1.8	1.6	1.4
	Sa	2:00	Night Program	1.0	1.2	1.1	0.9

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	Su	6:00	The World of Health (re-run)	1.0	1.2	1.1	0.9
	Su	6:30	Documentary	1.0	1.2	1.1	0.9
	Su	7:30	This Sunday	3.0	3.6	3.3	2.8
	Su	11:00	Treasures of Bulgaria	3.0	3.6	3.3	2.8
	Su	11:30	The World of Health	3.0	3.6	3.3	2.8
	Su	12:00	12 o'clock News	3.5	4.2	3.8	3.3
	Su	12:30	Movie	3.0	3.6	3.3	2.8
14.04.2024	Su	12:30	Rhythmic Gymnastics World Cup	4.0	4.8	4.4	3.8
	Su	14:30	No luggage	3.0	3.6	3.3	2.8
	Su	15:00	Cool-T	3.0	3.6	3.3	2.8
	Su	16:00	bTV Documentary	3.0	3.6	3.3	2.8
	Su	16:30	120 Minutes *	5.0	6.0	5.5	4.7
	Su	17:30	120 Minutes *	5.0	6.0	5.5	4.7
	Su	19:00	News Hour	8.0	9.6	8.8	7.5
	Su	20:00	Sunny Beach	8.5	10.2	9.3	8.0
	Su	21:00	Movie	6.5	7.8	7.1	6.1
	Su	23:00	Movie *	3.5	4.2	3.8	3.3
	Su	0:00	Movie *	3.5	4.2	3.8	3.3
	Su	1:30	Movie	1.5	1.8	1.6	1.4
	Su	2:00	Night Program	1.0	1.2	1.1	0.9

\* Programme which fits within two time slots.



**Ratecard for broadcasting commercial communications, bTV Media Group**  
**Ratecard for bTV, no rating guaranteed**  
**Valid as of Apr 1, 2024**

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	World of Health	World of Health	6:00
6:30						1 572	1 572	6:30
7:00						Documentary	Documentary	7:00
7:30						2 359	1 572	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00								9:00
9:30	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			9:30
10:00								10:00
10:30						4 717	4 717	10:30
11:00						The Taste of Bulgaria	Treasures of Bulgaria	11:00
11:30						4 717	4 717	11:30
12:00	News	News	News	News	News	The World of Health	The World of Health	12:00
12:30						4 717	4 717	12:30
13:00	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	News	News	13:00
13:30						5 504	5 504	13:30
14:00	Series	Series	Series	Series	Series	Movie	Movie	14:00
14:30						4 717	4 717	14:30
15:00	Series	Series	Series	Series	Series	Movie	No luggage	15:00
15:30						4 717	4 717	15:30
16:00	Series	Series	Series	Series	Series	Series	Cool-T	16:00
16:30						4 717	4 717	16:30
17:00	News	News	News	News	News	Wanted	bTV Documentary	17:00
17:30						4 717	4 717	17:30
18:00	Face To Face	Face To Face	Face To Face	Face To Face	Face To Face	Life based on a true story*	120 Minutes *	18:00
18:30						5 504	7 862	18:30
19:00	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Life based on a true story*		19:00
19:30						6 290		19:30
20:00	News	News	News	News	News	News	News	20:00
20:30						8 387	10 483	20:30
21:00	Movie	Dancing Stars	The Bachelor	The Bachelor	I Love My Country	Home Makeover	Sunny Beach	21:00
21:30						16 773	16 773	21:30
22:00						17 821	17 821	22:00
22:30						20 966	20 966	22:30
23:00	News	News	News	News	News	Undercover	Movie*	23:00
23:30						19 918	13 628	23:30
0:00	Series *	Series *	Series *	Series *	Series *	Dancing Stars Extra	Movie*	0:00
0:30						23 063	7 338	0:30
1:00	Series	Series	Series	Series	Series	News	Movie*	1:00
1:30						9 435	5 504	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Series *	Documentary	2:00
6:00						6 290	2 359	6:00

The above prices are gross (in BGN, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.  
 \* Programme which fits within two time slots.

## Ratecard, Thematic Channels Valid as of Apr 1, 2024

Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program or time slot in each bMG thematic channel.

1/ Guaranteed average rating points for each time slot in the thematic channels, part of a TV bundle, according to the buying target group

### Off Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.25	0.30	0.30	0.19	0.05	0.03	0.03
A 15-64	0.30	0.36	0.36	0.23	0.06	0.04	0.04
F 25-54	0.27	0.33	0.33	0.21	0.05	0.03	0.03
M 18-49	0.24	0.28	0.28	0.18	0.05		

### Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.60	0.70	0.70	0.85	0.12	0.03	0.03
A 15-64	0.72	0.84	0.84	1.02	0.14	0.04	0.04
F 25-54	0.66	0.77	0.77	0.93	0.13	0.03	0.03
M 18-49	0.56	0.66	0.66	0.80	0.11		

2/Gross prices for 30" airings in each time slot during the year across the thematic channels bTV Comedy, bTV Cinema, bTV Action, bTV Story, RING - in BGN, without discounts, VAT excl and no rating guaranteed

Time Slot	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING
Off Prime Time	323	388	388	245	65
Prime Time	1033	1206	1206	1464	207



Media Group

## Length Indexes

Price For:	Equals:
5" spot	50% 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

## AA Forms Indexes

Type of AA Form	Index to 30" bTV	Index to 30" TC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored promo	90%	100%	15
Sponsored Content Frame for 30" spot	120%	120%	30
Wrapper	250%	250%	10
3"+4" Break IDs	120%	120%	7
3"+4" Break IDs + VO	140%	140%	7
Content split	150%	150%	10
Countdown	90%	110%	10
Skyscraper	90%	110%	10
Cut-in	90%	110%	10
Branded bug	80%	110%	10
Branded promo-bug	70%	110%	10
Paid report	75%	75%	60 - 120
Premium Break for two 30" spots	250%	400%	30



## Surcharges

Surcharge	Price Surcharge Coefficients
Break Choice	15%
First/Last in Break (FIB/LIB)	40%
Second/Before Last in Break (SIB/BLIB)	25%
Third in Break (TIB)	20%
Break & FIB/LIB	55%
Top & Tail	50%
Tandem Spot	20% on the second tandem spot
Co - Advertising (if a brand, service or product of another advertiser is present in the commercial material)	up to 50% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % on the gross price of all cancelled broadcasts for the delayed term
Urgent order / urgent cancellation of broadcasts	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the commercial material during any of the months January, February, July, August	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the material during any of the months March - June and September -December, incl.	bTV / TC - BGN 1000 / BGN 200, VAT excl., per each day of delay
20% surcharge for guaranteed broadcast in a commercial break of a program, chosen by the client	

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).