



Rate Card for Broadcasting Commercial Communications on the TV channels of BTV Media Group EAD

Rate Card bTV
Valid from Nov 1 2021

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Cartoons 1089	Cartoons 1089	6:00
6:30						Documentary	Documentary	6:30
7:00						1089	1089	7:00
7:30						Friends 1634	Friends 1634	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	4 356	4 356	4 356	4 356	4 356			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						4 356	4 356	10:30
11:00						Cool-T	Wanted	11:00
11:30	3 812	3 812	3 812	3 812	3 812	3 812	3 812	11:30
12:00	News 3 812	News 3 812	News 3 812	News 3 812	News 3 812	News 4 356	News 4 356	12:00
12:30	The Comedians and Friends /re-run/ 3 812	The Comedians and Friends /re-run/ 3 812	The Comedians and Friends /re-run/ 3 812	The Comedians and Friends /re-run/ 3 812	The Comedians and Friends /re-run/ 3 812	The Unfamiliar 3 812	Food Hunters 4 901	12:30
13:00						Movie	Movie	13:00
13:30	The Late Night Show (re-run) 3 267	The Late Night Show (re-run) 3 267	The Late Night Show (re-run) 3 267	The Late Night Show (re-run) 3 267	The Late Night Show (re-run) 3 267			13:30
14:00	Series	Series	Series	Series	Series			14:00
14:30	3 267	3 267	3 267	3 267	3 267	3 812	3 812	14:30
15:00	Series	Series	Series	Series	Series	The Good Doctor	Movie	15:00
15:30	3 267	3 267	3 267	3 267	3 267	3 267		15:30
16:00	Series	Series	Series	Series	Series	Marmalade		16:00
16:30	3 267	3 267	3 267	3 267	3 267		3 812	16:30
17:00	News 6 793	News 6 793	News 6 793	News 6 793	News 6 793		120 Minutes	17:00
17:30	Face to face 6 793	Face to face 6 793	Face to face 6 793	Face to face 6 793	Face to face 6 793	4 356		17:30
18:00	Daddies	Daddies	Daddies	Daddies	Daddies	Home Makeover (re-run)		18:00
18:30	8 645	8 645	8 645	8 645	8 645	5 558	8 028	18:30
19:00	News 15 257	News 15 257	News 15 257	News 15 257	News 15 257	News 14 530	News 14 530	19:00
19:30								19:30
20:00	Forbidden fruit 13 804	Forbidden fruit 13 804	Forbidden fruit 13 804	Forbidden fruit 13 804	Forbidden fruit 13 804	The Farm	The Voice of Bulgaria	20:00
20:30								20:30
21:00	The Farm	The Farm	The Farm	The Farm	The Farm			21:00
21:30						17 436		21:30
22:00	15 983	15 983	15 983	15 983	15 983	Movie		22:00
22:30	The Late Night Show 10 171	The Late Night Show 10 171	The Late Night Show 10 171	The Late Night Show 10 171	The Late Night Show 10 171		Movie 18 889	22:30
23:00	Late News 7 992	Late News 7 992	Late News 7 992	Late News 7 992	Late News 7 992			23:00
23:30	Daddies (re-run) 5 086	Daddies (re-run) 5 086	Daddies (re-run) 5 086	Daddies (re-run) 5 086	Daddies (re-run) 5 086	7 265	8 718	23:30
0:00								0:00
0:30	Series 2 745	Series 2 745	Series 2 745	Series 2 745	Series 2 745	Movie	Movie	0:30
1:00								1:00
1:30	1 830	1 830	1 830	1 830	1 830	1 830	2 745	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	436	436	436	436	436	436	436	6:00



Rate Card bTV
Valid from Nov 1 2021

On/From	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:00	Morning Show	4 356	4.0	1089	5.3	821	4.6	938	4.0	1097
	M-F	9:30	Late Morning Show	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	M-F	12:00	12 o'clock News	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	M-F	12:30	The Comedians and Friends (re-run)	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	M-F	13:30	The Late Night Show (re-run)	3 267	3.0	1089	4.0	821	3.5	938	3.0	1097
	M-F	14:00	Series	3 267	3.0	1089	4.0	821	3.5	938	3.0	1097
	M-F	15:00	Series	3 267	3.0	1089	4.0	821	3.5	938	3.0	1097
	M-F	16:00	Series	3 267	3.0	1089	4.0	821	3.5	938	3.0	1097
	M-F	17:00	17 o'clock News	6 793	5.5	1235	7.0	964	6.3	1075	5.4	1252
	M-F	17:30	Face To Face	6 793	5.5	1235	7.0	964	6.3	1075	5.4	1252
	M-F	18:00	Daddies	8 645	7.0	1235	9.0	964	8.0	1075	6.9	1252
	M-F	19:00	News Hour	15 257	10.5	1453	12.9	1187	12.3	1240	10.0	1525
	M-F	20:00	Forbidden Fruit	13 804	9.5	1453	11.6	1187	11.1	1240	9.1	1525
15.11.2021	M	20:00	The Voice	18 889	13.0	1453	15.9	1187	15.2	1240	12.4	1525
	M-F	21:00	The Farm	15 983	11.0	1453	13.5	1187	12.9	1240	10.5	1525
15.11.2021	M	21:30	The Farm	15 983	11.0	1453	13.5	1187	12.9	1240	10.5	1525
	M-F	22:30	The Late Night Show	10 171	7.0	1453	8.6	1187	8.2	1240	6.7	1525
	M-F	23:00	Late News	7 992	5.5	1453	6.7	1187	6.4	1240	5.2	1525
01.11.2021	M	23:30	Будител на годината 2021 (re-run)	5 086	3.5	1453	4.3	1187	4.1	1240	3.3	1525
	M-F	23:30	Daddies (re-run)	5 086	3.5	1453	4.3	1187	4.1	1240	3.3	1525
	M-F	0:30	Series	2 745	3.0	915	3.4	804	3.2	855	3.0	906
	M-F	1:00	Series	1 830	2.0	915	2.3	804	2.1	855	2.0	906
	M-F	2:00	Night Program	436	1.0	436	1.3	348	1.1	383	1.0	426

	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	1 089	1.0	1089	1.3	821	1.2	938	1.0	1097
	Sa	7:00	Documentary	1 089	1.0	1089	1.3	821	1.2	938	1.0	1097
	Sa	7:30	Friends	1 634	1.5	1089	2.0	821	1.7	938	1.5	1097
	Sa	8:00	This Saturday	4 356	4.0	1089	5.3	821	4.6	938	4.0	1097
	Sa	11:00	Cool-T	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	Sa	12:00	12 o'clock News	4 356	4.0	1089	5.3	821	4.6	938	4.0	1097
	Sa	12:30	The Unfamiliar	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	Sa	13:00	Movie	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	Sa	15:00	The Good Doctor	3 267	3.0	1089	4.0	821	3.5	938	3.0	1097
	Sa	16:00	Marmalade	4 356	4.0	1089	5.3	821	4.6	938	4.0	1097
	Sa	18:00	Home Makeover (re-run)	5 558	4.5	1235	5.8	964	5.2	1075	4.4	1252
	Sa	19:00	News Hour	14 530	10.0	1453	12.2	1187	11.7	1240	9.5	1525
	Sa	20:00	The Farm	17 436	12.0	1453	14.7	1187	14.1	1240	11.4	1525
	Sa	22:00	Movie	7 265	5.0	1453	6.1	1187	5.9	1240	4.8	1525
	Sa	0:30	Movie	1 830	2.0	915	2.3	804	2.1	855	2.0	906
	Sa	2:00	Night Program	436	1.0	436	1.3	348	1.1	383	1.0	426

On/From	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	1 089	1.0	1089	1.3	821	1.2	938	1.0	1097
	Su	7:00	Documentary	1 089	1.0	1089	1.3	821	1.2	938	1.0	1097
	Su	7:30	Friends	1 634	1.5	1089	2.0	821	1.7	938	1.5	1097
	Su	8:00	This Sunday	4 356	4.0	1089	5.3	821	4.6	938	4.0	1097
	Su	11:00	Wanted	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	Su	12:00	12 o'clock News	4 356	4.0	1089	5.3	821	4.6	938	4.0	1097
	Su	12:30	Food Hunters	4 901	4.5	1089	6.0	821	5.2	938	4.5	1097
14.11 & 21.11.2021	Su	13:00	Food Hunters	4 901	4.5	1089	6.0	821	5.2	938	4.5	1097
	Su	13:30	Movie	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
14.11 & 21.11.2021	Su	13:30	Movie	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
	Su	15:00	Movie	3 812	3.5	1089	4.6	821	4.1	938	3.5	1097
28.11.2021	Su	15:00	The Good Doctor	3 267	3.0	1089	4.0	821	3.5	938	3.0	1097
28.11.2021	Su	16:00	Manager of the Year 2021 Ceremony	5 990	5.5	1089	7.3	821	6.4	938	5.5	1097
14.11 & 21.11.2021	Su	16:00	Elections Studio	5 990	5.5	1089	7.3	821	6.4	938	5.5	1097
	Su	17:00	120 Minutes	8 028	6.5	1235	8.3	964	7.5	1075	6.4	1252
	Su	19:00	News Hour	14 530	10.0	1453	12.2	1187	11.7	1240	9.5	1525
	Su	20:00	The Voice	18 889	13.0	1453	15.9	1187	15.2	1240	12.4	1525
14.11. & 21.11.2021	Su	20:00	Elections Studio	16 710	11.5	1453	14.1	1187	13.5	1240	11.0	1525
21.11.2021	Su	20:30	The Voice	18 889	13.0	1453	15.9	1187	15.2	1240	12.4	1525
21.11.2021	Su	22:00	Elections Studio	10 171	7.0	1453	8.6	1187	8.2	1240	6.7	1525
	Su	22:30	Movie	8 718	6.0	1453	7.3	1187	7.0	1240	5.7	1525
14.11. & 21.11.2021	Su	0:00	Movie	2 745	3.0	915	3.4	804	3.2	855	3.0	906
07.11. & 28.11.2021	Su	0:30	Movie	2 745	3.0	915	3.4	804	3.2	855	3.0	906
	Su	2:00	Night Program	436	1.0	436	1.3	348	1.1	383	1.0	426

The rating points (RTG) in the rate card above 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.



Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Nov 1 2021

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	343	284	421	49	10
Prime Access	478	589	645	78	11
Prime Time	1072	1216	1006	144	52
Late Fringe	420	445	453	74	16
Night Time			94		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

Price for 30"	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
	543	595	470	146	94

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.

When buying a campaign based on the package prices, the clients agree to the budget distribution per time zones stated in the Sales Policy 2021. 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. The guaranteed rating points 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.

Target Group	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
All 18-49	0.52	0.57	0.45	0.14	0.09
All 15-64	0.66	0.73	0.57	0.18	0.11
Women 25-54	0.60	0.66	0.52	0.16	0.10
Men 18-49	0.51	0.56	0.44	0.14	0.09

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 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.



Length Coefficients

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

Coefficients for AA forms

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	120%	120%	30
3"+4" Break IDs	110%	110%	7
3"+4" x Break Ids + VO	130%	130%	7
Content Split	130%	130%	10
Countdown	80%	100%	10
Skyscraper	80%	100%	10
Cut-in	80%	100%	10
Branded Bug	70%	100%	10
Branded Promo-bug	70%	100%	10
Paid Report	75%	75%	60 - 120
Premium Launch of campaign	150%	150%	30

Time Zones	
Day Time	06:00 - 17:00
Prime Access	17:00 - 19:00
Prime Time	19:00 - 00:00
Late Fringe	00:00 - 02:00
Night	02:00 - 06:00



Surcharges

Surcharge	Price Surcharge Coefficients
Break Choice	10%
First/Last in Break (FIB/LIB)	30%
Second/Before Last in Break (SIB/BLIB)	20%
Third in Break (TIB)	15%
Break & FIB/LIB	40%
Top & Tail	35%
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% for each additional advertiser/brand, according to its presence - visualization, mentioning in the voice over, logo presence, product usage, the length of the presence, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % of the 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
15% surcharge for guaranteed broadcast in a commercial breaks 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).