



Rate Card bTV
Valid from Apr 1 2017

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 211	Night Program 211	Night Program 211	Night Program 211	Night Program 211	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	591	591	06:30
07:00						The Carrie Diaries	The Carrie Diaries	07:00
07:30						1 182	887	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00						2 069	2 364	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								10:30
11:00						Cool T	Wanted	11:00
11:30						2 069	2 364	11:30
12:00	News	News	News	News	News	News	News	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Home Arrest	Home Arrest	12:30
13:00						2 364	2 364	13:00
13:30	Series	Series	Series	Series	Series	Movie	Movie	13:30
14:00								14:00
14:30								14:30
15:00								15:00
15:30						Seven Hours Difference	Seven Hours Difference	15:30
16:00						2 069	2 069	16:00
16:30	Series	Series	Series	Series	Series	Marmalad	Documentary	16:30
17:00								17:00
17:30	News	News	News	News	News		120 minutes	17:30
18:00	Face to Face	Face to Face	Face to Face	Face to Face	Face to Face			18:00
18:30						3 375		18:30
19:00	Series	Series	Series	Series	Series	Second Plan		19:00
19:30								19:30
20:00						4 050	4 388	20:00
20:30	News	News	News	News	News	News	News	20:30
21:00	Broken Pieces	Broken Pieces	Broken Pieces	Broken Pieces	Broken Pieces	Movie	The Voice	21:00
21:30								21:30
22:00						7 596	8 440	22:00
22:30	Master Chef	Master Chef	Wife Swap	Home Makeover	Citizens in Excess			22:30
23:00								23:00
23:30								23:30
00:00								00:00
00:30								00:30
01:00								01:00
01:30								01:30
02:00								02:00
06:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	06:00
	211	211	211	211	211	211	211	

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On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	06:30	Morning Show	2 660	4.5	591	6.2	430	4.2	629
	M-F	09:30	Late Morning Show	2 069	3.5	591	4.8	430	3.3	629
	M-F	12:00	12 o'clock News	2 364	4.0	591	5.5	430	3.8	629
	M-F	12:30	Slavi's Show (re-run)	1 773	3.0	591	4.1	430	2.8	629
14;17.04.2017	F;M	12:30	Concert	2 069	3.5	591	4.8	430	3.3	629
	M-F	13:30	Series	1 773	3.0	591	4.1	430	2.8	629
14;17.04.2017	F;M	14:00	Movie	2 363	3.5	675	4.7	499	3.3	710
	M-F	15:00	Series	2 069	3.5	591	4.8	430	3.3	629
17.04.2017	M-F	16:00	Ice Age Short	3 375	5.0	675	6.8	499	4.8	710
	M-F	16:00	Series	2 700	4.0	675	5.4	499	3.8	710
14.04.2017	M	16:30	Movie	3 713	5.5	675	7.4	499	5.2	710
17.04.2017	F	17:00	Movie	3 713	5.5	675	7.4	499	5.2	710
	M-F	17:00	17 o'clock News	3 375	5.0	675	6.8	499	4.8	710
	M-F	17:30	Face to Face	3 713	5.5	675	7.4	499	5.2	710
	M-F	18:00	Series	3 375	5.0	675	6.8	499	4.8	710
	M-F	19:00	News Hour	8 440	10.0	844	14.0	604	9.1	929
	M-F	20:00	Broken Pieces	9 706	11.5	844	16.1	604	10.4	929
	M;Tu	21:00	Masterchef	10 972	13.0	844	18.2	604	11.8	929
	W	21:00	Wife Swap	9 706	11.5	844	16.1	604	10.4	929
	Th	21:00	Home Makeover	10 128	12.0	844	16.8	604	10.9	929
	F	21:00	Citizens In Excess	9 284	11.0	844	15.4	604	10.0	929
	W-F	22:00	The Comedians	8 018	9.5	844	13.3	604	8.6	929
	M-F	22:30	Slavi's Show	6 752	8.0	844	11.2	604	7.3	929
	M-F	23:30	Late News	5 486	6.5	844	9.1	604	5.9	929
	M-F	00:00	Series	1 518	3.0	506	4.0	383	3.0	506
	M-F	01:00	Series	759	1.5	506	2.0	383	1.5	506
	M-F	02:00	Night Program	211	1.0	211	1.3	160	1.0	208

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	591	1.0	591	1.4	430	0.9	629
	Sa	07:00	The Carrie Diaries	1 182	2.0	591	2.7	430	1.9	629
	Sa	08:00	This Saturday	2 069	3.5	591	4.8	430	3.3	629
	Sa	11:00	Cool-T	2 069	3.5	591	4.8	430	3.3	629
	Sa	12:00	12 o'clock News	2 364	4.0	591	5.5	430	3.8	629
	Sa	12:30	Home Arest	2 364	4.0	591	5.5	430	3.8	629
	Sa	13:00	Movie	2 364	4.0	591	5.5	430	3.8	629
	Sa	15:00	Seven Hours Difference	2 069	3.5	591	4.8	430	3.3	629
	Sa	16:00	Marmalad	3 375	5.0	675	6.8	499	4.8	710
	Sa	18:00	Second Plan	4 050	6.0	675	8.1	499	5.7	710
	Sa	19:00	News Hour	7 596	9.0	844	12.6	604	8.2	929
	Sa	20:00	Movie	7 596	9.0	844	12.6	604	8.2	929
	Sa	22:00	Movie	5 486	6.5	844	9.1	604	5.9	929
	Sa	00:00	Movie	1 265	2.5	506	3.3	383	2.5	506
	Sa	02:00	Night Program	211	1.0	211	1.3	160	1.0	208

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Cartoons	591	1.0	591	1.4	430	0.9	629
	Su	07:00	The Carrie Diaries	887	1.5	591	2.1	430	1.4	629
	Su	08:00	This Sunday	2 364	4.0	591	5.5	430	3.8	629
	Su	11:00	Wanted	2 364	4.0	591	5.5	430	3.8	629
	Su	12:00	12 o'clock News	2 660	4.5	591	6.2	430	4.2	629
	Su	12:30	Home Arest	2 364	4.0	591	5.5	430	3.8	629
	Su	13:00	Movie	2 660	4.5	591	6.2	430	4.2	629
	Su	15:00	Seven Hours Difference	2 069	3.5	591	4.8	430	3.3	629
	Su	16:00	Documentary	3 038	4.5	675	6.1	499	4.3	710
	Su	17:00	120 Minutes	4 388	6.5	675	8.8	499	6.2	710
	Su	19:00	News Hour	8 440	10.0	844	14.0	604	9.1	929
	Su	20:00	The Voice	12 660	15.0	844	21.0	604	13.6	929
16.04.2017	Su	21:30	Movie	9 284	11.0	844	15.4	604	10.0	929
	Su	21:30	Paparazzi	8 440	10.0	844	14.0	604	9.1	929
	Su	22:30	Movie	5 486	6.5	844	9.1	604	5.9	929
	Su	00:30	Movie Show	759	1.5	506	2.0	383	1.5	506
	Su	01:30	Series	759	1.5	506	2.0	383	1.5	506
	Su	02:00	Night Program	211	1.0	211	1.3	160	1.0	208

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Rate Card for the Thematic TV Channels of BMG Valid from Apr 1 2017

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	88	42	76	24	10
Prime Access	107	107	170	24	10
Prime Time	423	333	238	48	35
Late Fringe	109	85	88	10	16
Night Time			25		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
	287	225	236	31	36

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 2017. 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 Action	bTV Cinema	bTV Comedy	bTV Lady	RING
All 18-49	0.56	0.44	0.46	0.06	0.07
Women 25-54	0.77	0.60	0.63	0.08	0.10
Men 18-49	0.53	0.41	0.43	0.06	0.07

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. bMG's Sales Department reserves the right to make changes in the present Rate Card.

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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" bTV	Index to 30" NC	Max Lengths in Sec
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%	120%	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%
Second in Break (SIB)	10%
Before Last in Break (BLIB)	10%
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

bTV Media Group

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