



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

Rate Card bTV
Valid from Jan 1 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 288	Night Program 288	Night Program 288	Night Program 288	Night Program 288	Cartoons 720	Cartoons 720	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Documentary	Documentary	06:30
07:00						720	720	07:00
07:30						Friends 1 080	Friends 1 080	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	2 880	2 880	2 880	2 880	2 880			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						2 880	2 880	10:30
11:00						Cool-T	Wanted	11:00
11:30	2 520	2 520	2 520	2 520	2 520	2 880	3 240	11:30
12:00	News 3 240	News 3 240	News 3 240	News 3 240	News 3 240	News 3 240	News 3 960	12:00
12:30	The Comedians and Friends RR	The Comedians and Friends RR	The Comedians and Friends RR	The Comedians and Friends RR	The Comedians and Friends RR	Hotel Eleon 2 880	Hotel Eleon 3 240	12:30
13:00	2 520	2 520	2 520	2 520	2 520	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	2 520	2 520	2 520	2 520	2 520	2 880	3 240	14:30
15:00	Series	Series	Series	Series	Series	True Stories	True Stories	15:00
15:30	2 160	2 160	2 160	2 160	2 160	2 880	2 520	15:30
16:00	Series	Series	Series	Series	Series	Marmalad	Home Makeover	16:00
16:30	2 520	2 520	2 520	2 520	2 520		3 240	16:30
17:00	News 4 896	News 4 896	News 4 896	News 4 896	News 4 896		120 Minutes	17:00
17:30	Face to face 5 304	Face to face 5 304	Face to face 5 304	Face to face 5 304	Face to face 5 304	3 960		17:30
18:00	Series	Series	Series	Series	Series	Second Plan		18:00
18:30	5 712	5 712	5 712	5 712	5 712	6 528	6 528	18:30
19:00	News 12 960	News 12 960	News 12 960	News 12 960	News 12 960	News 11 040	News 12 000	19:00
19:30	Evermore	Evermore	Evermore	Evermore	Evermore	Movie	Movie	19:30
20:00								20:00
20:30								20:30
21:00	11 520	11 520	11 520	11 520	11 520			21:00
21:30	Insider	Insider	Insider	Insider	Insider	8 640	9 120.00	21:30
22:00	9 600	9 600	9 600	9 600	9 600	Movie	Paparazzi	22:00
22:30	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show		8 160	22:30
23:00	8 640	8 640	8 640	8 640	8 640		Movie	23:00
23:30	Late News 4 320	Late News 4 320	Late News 4 320	Late News 4 320	Late News 4 320	4 800		23:30
00:00	Series	Series	Series	Series	Series	Movie		00:00
00:30	1 210	1 210	1 210	1 210	1 210		2 880	00:30
01:00	Series	Series	Series	Series	Series		Movie	01:00
01:30	908	908	908	908	908	1 210	605	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	288	288	288	288	288	288	288	06:00



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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	2 880	4.0	720	5.0	579	4.0	715
	M-F	09:30	Late Morning Show	2 520	3.5	720	4.4	579	3.5	715
	M-F	12:00	12 o'clock News	3 240	4.5	720	5.6	579	4.5	715
	M-F	12:30	The Comedians (re-run)	2 520	3.5	720	4.4	579	3.5	715
	M-F	13:30	Series	2 520	3.5	720	4.4	579	3.5	715
	M-F	15:00	Series	2 160	3.0	720	3.7	579	3.0	715
	M-F	16:00	Series	2 520	3.5	720	4.4	579	3.5	715
	M-F	17:00	17 o'clock News	4 896	6.0	816	7.2	676	6.0	822
	M-F	17:30	Face to Face	5 304	6.5	816	7.8	676	6.5	822
	M-F	18:00	Series	5 712	7.0	816	8.4	676	6.9	822
	M-F	19:00	News Hour	12 960	13.5	960	16.1	806	13.3	976
	M-F	20:00	Evermore	11 520	12.0	960	14.3	806	11.8	976
24.02.2020	M-T	21:00	MasterChef	12 480	13.0	960	15.5	806	12.8	976
26.02.2020	W	21:00	Wife Swap	12 000	12.5	960	14.9	806	12.3	976
27.02.2020	TR	21:00	Home Makeover	12 480	13.0	960	15.5	806	12.8	976
	M-F	21:30	Insider	9 600	10.0	960	11.9	806	9.8	976
11.02.2020	M-F	21:30	The Name of the Rose	8 640	9.0	960	10.7	806	8.9	976
28.02.2020	F	21:30	Sunny Beach	11 520	12.0	960	14.3	806	11.8	976
	M-F	22:30	The Late Night Show	8 640	9.0	960	10.7	806	8.9	976
	M-F	23:30	Late News	4 320	4.5	960	5.4	806	4.4	976
	M-F	00:00	Series	1 210	2.0	605	2.1	569	2.1	566
	M-F	01:00	Series	908	1.5	605	1.6	569	1.6	566
	M-F	02:00	Night Program	288	1.0	288	1.2	239	1.0	292

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	720	1.0	720	1.2	579	1.0	715
	Sa	06:30	Documentary	720	1.0	720	1.2	579	1.0	715
01.02.2020	Sa	07:30	Friends	1 080	1.5	720	1.9	579	1.5	715
	Sa	08:00	This Saturday	2 880	4.0	720	5.0	579	4.0	715
	Sa	11:00	Cool-T	2 880	4.0	720	5.0	579	4.0	715
	Sa	12:00	12 o'clock News	3 240	4.5	720	5.6	579	4.5	715
	Sa	12:30	Hotel Eleon	2 880	4.0	720	5.0	579	4.0	715
15.02.2020	Sa	12:30	Pets	2 880	4.0	720	5.0	579	4.0	715
	Sa	13:00	Movie	2 880	4.0	720	5.0	579	4.0	715
	Sa	15:00	True Stories (re-run)	2 880	4.0	720	5.0	579	4.0	715
	Sa	16:00	Marmalade	3 960	5.5	720	6.8	579	5.5	715
	Sa	18:00	Second Plan	6 528	8.0	816	9.7	676	7.9	822
	Sa	19:00	News Hour	11 040	11.5	960	13.7	806	11.3	976
	Sa	20:00	Movie	8 640	9.0	960	10.7	806	8.9	976
	Sa	22:00	Movie	4 800	5.0	960	6.0	806	4.9	976
	Sa	00:00	Movie	1 210	2.0	605	2.1	569	2.1	566
	Sa	02:00	Night Program	288	1.0	288	1.2	239	1.0	292

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	720	1.0	720	1.2	579	1.0	715
	Su	06:30	Documentary	720	1.0	720	1.2	579	1.0	715
02.02.2020	Su	07:30	Friends	1 080	1.5	720	1.9	579	1.5	715
	Su	08:00	This Sunday	2 880	4.0	720	5.0	579	4.0	715
	Su	11:00	Wanted	3 240	4.5	720	5.6	579	4.5	715
	Su	12:00	12 o'clock News	3 960	5.5	720	6.8	579	5.5	715
	Su	12:30	Hotel Eleon	3 240	4.5	720	5.6	579	4.5	715
16.02.2020	Su	12:30	Pets	3 240	4.5	720	5.6	579	4.5	715
	Su	13:00	Movie	3 240	4.5	720	5.6	579	4.5	715
	Su	15:00	True Stories (re-run)	2 520	3.5	720	4.4	579	3.5	715
	Su	16:00	Home Makeover (re-run)	3 240	4.5	720	5.6	579	4.5	715
	Su	17:00	120 Minutes	6 528	8.0	816	9.7	676	7.9	822
	Su	19:00	News Hour	12 000	12.5	960	14.9	806	12.3	976
	Su	20:00	Movie	9 120	9.5	960	11.3	806	9.3	976
23.02.2020	Su	20:00	The Voice	15 360	16.0	960	19.1	806	15.7	976
23.02.2020	Su	21:30	Paparazzi	8 160	8.5	960	10.1	806	8.4	976
	Su	22:00	Paparazzi	8 160	8.5	960	10.1	806	8.4	976
23.02.2020	Su	22:30	Movie	4 800	5.0	960	6.0	806	4.9	976
	Su	23:00	Movie	2 880	3.0	960	3.6	806	3.0	976
23.02.2020	Su	00:30	Movie	1 210	2.0	605	2.1	569	2.1	566
	Su	01:00	Movie	605	1.0	605	1.1	569	1.1	566
	Su	02:00	Night Program	288	1.0	288	1.2	239	1.0	292



Media Group

Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Jan 1 2020

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	220	162	240	52	10
Prime Access	330	367	396	59	22
Prime Time	907	942	683	112	60
Late Fringe	283	251	267	60	33
Night Time			57		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
	497	366	414	62	28

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 2020. 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	0.72	0.53	0.60	0.09	0.04
Women 25-54	0.87	0.64	0.72	0.11	0.05
Men 18-49	0.73	0.53	0.60	0.09	0.04

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.



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

Type of AA Form	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame for 30' spot	110%	110%	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 with 30' spot	150%	150%	30

Price Surcharges	Price SurchargeCoeff
Break	10%
First in Break (FIB)	30%
Last in Break (LIB)	30%
Second in Break (SIB)	15%
Before Last in Break (BLIB)	15%
Break & FIB	40%
Break & LIB	40%
Top & Tail	35%
Tandem Spot	20%

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