





**Rate Card bTV**  
Valid from Feb 1 2021

To/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	6:30	Face To Face (re-run)	1 614	2.0	807	2.7	609	2.3	695	2.0	813
	M-F	7:00	Morning Show	3 228	4.0	807	5.3	609	4.6	695	4.0	813
	M-F	9:30	The Late Morning Show	3 228	4.0	807	5.3	609	4.6	695	4.0	813
	M-F	12:00	12 o'clock News	4 035	5.0	807	6.6	609	5.8	695	5.0	813
	M-F	12:30	The Late Night Show (re-run)	3 228	4.0	807	5.3	609	4.6	695	4.0	813
	M-F	13:30	Series	2 825	3.5	807	4.6	609	4.1	695	3.5	813
	M-F	15:00	Series	2 825	3.5	807	4.6	609	4.1	695	3.5	813
	M-F	16:00	Series	2 825	3.5	807	4.6	609	4.1	695	3.5	813
	M-F	17:00	17 o'clock News	5 948	6.5	915	8.3	714	7.5	796	6.4	927
	M-F	17:30	Face To Face	6 405	7.0	915	9.0	714	8.0	796	6.9	927
	M-F	18:00	Series	6 405	7.0	915	9.0	714	8.0	796	6.9	927
	M-F	19:00	News Hour	12 912	12.0	1076	14.7	879	14.1	918	11.4	1130
	M-F	20:00	Ruthless City	12 912	12.0	1076	14.7	879	14.1	918	11.4	1130
	M-F	21:00	Vlad	12 912	12.0	1076	14.7	879	14.1	918	11.4	1130
19.02.2021	F	21:00	History Untold: Levski	12 912	12.0	1076	14.7	879	14.1	918	11.4	1130
22.02.2021	M	21:00	Scars *	17 431	13.5	1291	16.5	1055	15.8	1102	12.9	1356
23.02.2021	Tue-Wed	21:00	MasterChef *	17 431	13.5	1291	16.5	1055	15.8	1102	12.9	1356
25.02.2021	TR	21:00	Home Makeover	13 988	13.0	1076	15.9	879	15.2	918	12.4	1130
26.02.2021	F	21:00	Sunny Beach	14 526	13.5	1076	16.5	879	15.8	918	12.9	1130
	M-F	22:30	The Late Night Show	8 608	8.0	1076	9.8	879	9.4	918	7.6	1130
	M-F	23:30	Late News	4 842	4.5	1076	5.5	879	5.3	918	4.3	1130
	M-F	0:00	Series	1 695	2.5	678	2.8	596	2.7	634	2.5	671
	M-F	1:00	Series	1 017	1.5	678	1.7	596	1.6	634	1.5	671
	M-F	2:00	Night Program	323	1.0	323	1.3	258	1.1	283	1.0	316

	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	807	1.0	807	1.3	609	1.2	695	1.0	813
	Sa	6:30	Documentary	1 211	1.5	807	2.0	609	1.7	695	1.5	813
	Sa	7:30	Friends	1 614	2.0	807	2.7	609	2.3	695	2.0	813
	Sa	8:00	This Saturday	3 632	4.5	807	6.0	609	5.2	695	4.5	813
	Sa	11:00	Cool-T	3 632	4.5	807	6.0	609	5.2	695	4.5	813
	Sa	12:00	12 o'clock News	4 439	5.5	807	7.3	609	6.4	695	5.5	813
	Sa	12:30	Treasures of Bulgaria	3 228	4.0	807	5.3	609	4.6	695	4.0	813
	Sa	13:00	Movie	4 035	5.0	807	6.6	609	5.8	695	5.0	813
06.02.2021	Sa	15:00	The Good Doctor (re-run)	3 228	4.0	807	5.3	609	4.6	695	4.0	813
	Sa	16:00	Marmalade	4 439	5.5	807	7.3	609	6.4	695	5.5	813
06.02.2021	Sa	18:00	Home Makeover (re-run)	6 863	7.5	915	9.6	714	8.6	796	7.4	927
	Sa	19:00	News Hour	12 374	11.5	1076	14.1	879	13.5	918	11.0	1130
	Sa	20:00	Movie	10 760	10.0	1076	12.2	879	11.7	918	9.5	1130
	Sa	22:00	Movie	5 918	5.5	1076	6.7	879	6.4	918	5.2	1130
	Sa	0:30	Movie	1 695	2.5	678	2.8	596	2.7	634	2.5	671
	Sa	2:00	Night Program	323	1.0	323	1.3	258	1.1	283	1.0	316

To/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	807	1.0	807	1.3	609	1.2	695	1.0	813
	Su	6:30	Documentary	1 211	1.5	807	2.0	609	1.7	695	1.5	813
	Su	7:30	Friends	1 614	2.0	807	2.7	609	2.3	695	2.0	813
	Su	8:00	This Sunday	3 632	4.5	807	6.0	609	5.2	695	4.5	813
	Su	11:00	Wanted	4 035	5.0	807	6.6	609	5.8	695	5.0	813
	Su	12:00	12 o'clock News	4 439	5.5	807	7.3	609	6.4	695	5.5	813
	Su	12:30	Series	3 632	4.5	807	6.0	609	5.2	695	4.5	813
	Su	13:00	Movie	4 035	5.0	807	6.6	609	5.8	695	5.0	813
	Su	15:00	Movie	3 228	4.0	807	5.3	609	4.6	695	4.0	813
	Su	17:00	120 Minutes	7 778	8.5	915	10.9	714	9.8	796	8.4	927
	Su	19:00	News Hour	12 374	11.5	1076	14.1	879	13.5	918	11.0	1130
	Su	20:00	Movie	10 760	10.0	1076	12.2	879	11.7	918	9.5	1130
28.02.2021	Su	20:00	Bulgaria's Got Talent	16 140	15.0	1076	18.4	879	17.6	918	14.3	1130
28.02.2021	Su	21:30	Paparazzi 2.0!	8 608	8.0	1076	9.8	879	9.4	918	7.6	1130
	Su	22:00	Paparazzi 2.0!	8 608	8.0	1076	9.8	879	9.4	918	7.6	1130
28.02.2021	Su	22:30	Movie	5 918	5.5	1076	6.7	879	6.4	918	5.2	1130
	Su	23:00	Movie	5 918	5.5	1076	6.7	879	6.4	918	5.2	1130
	Su	1:00	Movie	1 695	2.5	678	2.8	596	2.7	634	2.5	671
	Su	2:00	Night Program	323	1.0	323	1.3	258	1.1	283	1.0	316

\* In the price for broadcast in a commercial break of this program 20% surcharge is included, as provided in the Surcharges section of this Rate card.



Media Group

## Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Feb 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	254	211	312	36	10
Prime Access	354	437	478	58	10
Prime Time	794	900	745	106	39
Late Fringe	311	329	336	55	12
Night Time	-	-	70	-	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
	495	611	596	70	39

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.

Target Group	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
All 18-49	0.64	0.79	0.77	0.09	0.05
All 15-64	0.82	1.01	0.98	0.12	0.06
Women 25-54	0.74	0.91	0.89	0.10	0.06
Men 18-49	0.63	0.78	0.76	0.09	0.05

### 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.



Media Group

## 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



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
20% surcharge for broadcast in a commercial break of the following programs: "Scars" on 22.02. and "MasterChef" on 23.02. & 24.02.	
20% 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).