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

Rate Card bTV
Valid from Mar 1 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Cartoons 864	Cartoons 864	6:00
6:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Documentary	Documentary	6:30
7:00						864	864	7:00
7:30						Friends 1 296	Friends 1 296	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3 456	3 456	3 456	3 456	3 456			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						3 456	3 456	10:30
11:00						Cool-T	Wanted	11:00
11:30	3 024	3 024	3 024	3 024	3 024	3 024	3 888	11:30
12:00	News 3 888	News 3 888	News 3 888	News 3 888	News 3 888	News 3 888	News 4 752	12:00
12:30	The Late Night Show /re-run/	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Unfamiliar 3 456	Pets 3 888	12:30
13:00	3 456	3 456	3 456	3 456	3 456	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	2 592	2 592	2 592	2 592	2 592	3 456	3 888	14:30
15:00	Series	Series	Series	Series	Series	True Stories	True Stories	15:00
15:30	2 592	2 592	2 592	2 592	2 592	3 456	3 024	15:30
16:00	Series	Series	Series	Series	Series	Marmalad	Help 112! /01.03./	16:00
16:30	2 592	2 592	2 592	2 592	2 592		3 456	16:30
17:00	News 5 385	News 5 385	News 5 385	News 5 385	News 5 385		120 Minutes	17:00
17:30	Face to face 5 874	Face to face 5 874	Face to face 5 874	Face to face 5 874	Face to face 5 874	4 320		17:30
18:00	Series	Series	Series	Series	Series	Second Plan		18:00
18:30	6 364	6 364	6 364	6 364	6 364	6 853	6 853	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	13 824	13 824	13 824	13 824	13 824	12 096	13 824	19:30
20:00	Evermore	Evermore	Evermore	Evermore	Evermore	Movie	The Voice	20:00
20:30	13 248	13 248	13 248	13 248	13 248			20:30
21:00	Masterchef	Masterchef	Wife Swap	Home Makeover	Sunny Beach		18 432	21:00
21:30					13 824		Paparazzi	21:30
22:00	12 672	12 672	12 672	13 824	The Late Night Show	10 368	11 520	22:00
22:30	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	9 216	Movie	Movie	22:30
23:00	9 216	9 216	9 216	9 216	Late News 5 760			23:00
23:30	Late News 5 760	Late News 5 760	Late News 5 760	Late News 5 760	Series			23:30
0:00	Series	Series	Series	Series	2 304	5 760		0:00
0:30	1 452	1 452	1 452	1 452	Series	Movie	5 760	0:30
1:00	Series	Series	Series	Series	1 089		Movie	1:00
1:30	1 089	1 089	1 089	1 089	House Arrest 726	1 089	1 452	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	346	346	346	346	346	346	346	6:00

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Rate Card bTV
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					A 18-49		F 25-54		M 18-49	
On/From	Day	Time	Program	Price 30"	RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:30	Morning Show	3 456	4.0	864	5.0	695	4.0	858
	M-F	9:30	Late Morning Show	3 024	3.5	864	4.4	695	3.5	858
	M-F	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
02.03.2020	M-F	12:30	The Late Night Show (re-run)	3 456	4.0	864	5.0	695	4.0	858
	M-F	13:30	Series	2 592	3.0	864	3.7	695	3.0	858
03.03.2020	Tue	13:30	Concert	3 888	4.5	864	5.6	695	4.5	858
	M-F	15:00	Series	2 592	3.0	864	3.7	695	3.0	858
03.03.2020	Tue	15:30	Movie	3 888	4.5	864	5.6	695	4.5	858
	M-F	16:00	Series	2 592	3.0	864	3.7	695	3.0	858
	M-F	17:00	17 o'clock News	5 385	5.5	979	6.6	811	5.5	987
03.03.2020	Tue	17:00	Movie	5 874	6.0	979	7.2	811	6.0	987
	M-F	17:30	Face to Face	5 874	6.0	979	7.2	811	6.0	987
	M-F	18:00	Series	6 364	6.5	979	7.8	811	6.4	987
	M-F	19:00	News Hour	13 824	12.0	1152	14.3	967	11.8	1171
	M-F	20:00	Evermore	13 248	11.5	1152	13.7	967	11.3	1171
03.03.2020	Tue	20:00	Cultural Heritage Docuseries: The Shipka Memorial	10 944	9.5	1152	11.3	967	9.3	1171
	M-T	21:00	MasterChef	12 672	11.0	1152	13.1	967	10.8	1171
	W	21:00	Wife Swap	12 672	11.0	1152	13.1	967	10.8	1171
	TR	21:00	Home Makeover	13 824	12.0	1152	14.3	967	11.8	1171
	F	21:00	Sunny Beach	13 824	12.0	1152	14.3	967	11.8	1171
06.03.2020	F	22:00	The Late Night Show	9 216	8.0	1152	9.5	967	7.9	1171
	M-Th	22:30	The Late Night Show	9 216	8.0	1152	9.5	967	7.9	1171
06.03.2020	F	23:00	Late News	5 760	5.0	1152	6.0	967	4.9	1171
	M-Th	23:30	Late News	5 760	5.0	1152	6.0	967	4.9	1171
06.03.2020	F	23:30	Series	2 304	2.0	1152	2.4	967	2.0	1171
	M-Th	0:00	Series	1 452	2.0	726	2.1	682	2.1	679
06.03.2020	F	0:30	Series	1 089	1.5	726	1.6	682	1.6	679
	M-Th	1:00	Series	1 089	1.5	726	1.6	682	1.6	679
03.03.2020	Tue	1:00	Movie	1 089	1.5	726	1.6	682	1.6	679
06.03.2020	F	1:30	House Arrest	726	1.0	726	1.1	682	1.1	679
	M-F	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

					A 18-49		F 25-54		M 18-49	
	Day	Time	Program	Price 30"	RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	864	1.0	864	1.2	695	1.0	858
	Sa	6:30	Documentary	864	1.0	864	1.2	695	1.0	858
	Sa	7:30	Friends	1 296	1.5	864	1.9	695	1.5	858
	Sa	8:00	This Saturday	3 456	4.0	864	5.0	695	4.0	858
	Sa	11:00	Cool-T	3 024	3.5	864	4.4	695	3.5	858
	Sa	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
	Sa	12:30	The Unfamiliar	3 456	4.0	864	5.0	695	4.0	858
	Sa	13:00	Movie	3 456	4.0	864	5.0	695	4.0	858
	Sa	15:00	True Stories (re-run)	3 456	4.0	864	5.0	695	4.0	858
	Sa	16:00	Marmalade	4 320	5.0	864	6.2	695	5.0	858
	Sa	18:00	Second Plan	6 853	7.0	979	8.5	811	6.9	987
	Sa	19:00	News Hour	12 096	10.5	1152	12.5	967	10.3	1171
	Sa	20:00	Movie	10 368	9.0	1152	10.7	967	8.9	1171
	Sa	22:30	Movie	5 760	5.0	1152	6.0	967	4.9	1171
	Sa	0:30	Movie	1 089	1.5	726	1.6	682	1.6	679
	Sa	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

					A 18-49		F 25-54		M 18-49	
On/From	Day	Time	Program	Price 30"	RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	864	1.0	864	1.2	695	1.0	858
	Su	6:30	Documentary	864	1.0	864	1.2	695	1.0	858
	Su	7:30	Friends	1 296	1.5	864	1.9	695	1.5	858
	Su	8:00	This Sunday	3 456	4.0	864	5.0	695	4.0	858
	Su	11:00	Wanted	3 888	4.5	864	5.6	695	4.5	858
	Su	12:00	12 o'clock News	4 752	5.5	864	6.8	695	5.5	858
	Su	12:30	Pets	3 888	4.5	864	5.6	695	4.5	858
	Su	13:00	Movie	3 888	4.5	864	5.6	695	4.5	858
	Su	15:00	True Stories (re-run)	3 024	3.5	864	4.4	695	3.5	858
01.03.2020	Su	16:00	Help 112! (re-run)	3 456	4.0	864	5.0	695	4.0	858
	Su	17:00	120 Minutes	6 853	7.0	979	8.5	811	6.9	987
	Su	19:00	News Hour	13 824	12.0	1152	14.3	967	11.8	1171
	Su	20:00	The Voice	18 432	16.0	1152	19.1	967	15.7	1171
	Su	21:30	Paparazzi	11 520	10.0	1152	11.9	967	9.8	1171
08.03.2020	Su	22:30	Concert Mihaela Fileva	5 760	5.0	1152	6.0	967	4.9	1171
	Su	22:30	Movie	5 760	5.0	1152	6.0	967	4.9	1171
08.03.2020	Su	0:00	Movie	1 452	2.0	726	2.1	682	2.1	679
	Su	1:00	Movie	1 452	2.0	726	2.1	682	2.1	679
	Su	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

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Media Group

Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Mar 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	265	195	288	62	10
Prime Access	396	441	476	70	26
Prime Time	1089	1130	819	135	73
Late Fringe	340	301	320	72	39
Night Time			68		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
	514	447	464	75	41

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 dsitribution 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	0.62	0.54	0.56	0.09	0.05
Women 25-54	0.75	0.65	0.67	0.11	0.06
Men 18-49	0.63	0.54	0.56	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.

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Media Group

Indexes & Coefficients

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 Surcharge Coeff
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

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