



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

Rate Card bTV
Valid from Apr 1 2021

| Hour | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Hour |
|-------|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------------|--------------------------------|-----------------------|-------|
| 6:00 | Morning Show | Morning Show | Morning Show | Morning Show | Morning Show | Cartoons 1 049 | Cartoons 1 049 | 6:00 |
| 6:30 | | | | | | Documentary | Documentary | 6:30 |
| 7:00 | | | | | | 1 574 | 1 049 | 7:00 |
| 7:30 | | | | | | Friends 1 574 | Friends 1 574 | 7:30 |
| 8:00 | | | | | | This Saturday | This Sunday | 8:00 |
| 8:30 | | | | | | | | 8:30 |
| 9:00 | 4 196 | 4 196 | 4 196 | 4 196 | 4 196 | | | 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 | | | | | | 4 196 | 4 196 | 10:30 |
| 11:00 | | | | | | Cool-T | Wanted | 11:00 |
| 11:30 | 3 672 | 3 672 | 3 672 | 3 672 | 3 672 | 4 196 | 4 196 | 11:30 |
| 12:00 | News 4 721 | News 4 721 | News 4 721 | News 4 721 | News 4 721 | News 5 245 | News 5 770 | 12:00 |
| 12:30 | The Late Night Show /re-run/ | The Late Night Show /re-run/ | The Late Night Show /re-run/ | The Late Night Show /re-run/ | The Late Night Show /re-run/ | Treasures of Bulgaria 3 672 | Series 4 196 | 12:30 |
| 13:00 | 4 196 | 4 196 | 4 196 | 4 196 | 4 196 | Movie | Movie | 13:00 |
| 13:30 | Series | Series | Series | Series | Series | | | 13:30 |
| 14:00 | | | | | | | | 14:00 |
| 14:30 | 3 672 | 3 672 | 3 672 | 3 672 | 3 672 | 4 196 | 4 196 | 14:30 |
| 15:00 | Series | Series | Series | Series | Series | The Good Doctor (re-run) | Movie | 15:00 |
| 15:30 | 3 147 | 3 147 | 3 147 | 3 147 | 3 147 | 3 672 | | 15:30 |
| 16:00 | Series | Series | Series | Series | Series | Marmalade | | 16:00 |
| 16:30 | 3 147 | 3 147 | 3 147 | 3 147 | 3 147 | | 4 196 | 16:30 |
| 17:00 | News 5 950 | News 5 950 | News 5 950 | News 5 950 | News 5 950 | | 120 Minutes | 17:00 |
| 17:30 | Face to face 6 545 | Face to face 6 545 | Face to face 6 545 | Face to face 6 545 | Face to face 6 545 | 4 721 | | 17:30 |
| 18:00 | Series | Series | Series | Series | Series | Home Makeover (re-run) | | 18:00 |
| 18:30 | 7 140 | 7 140 | 7 140 | 7 140 | 7 140 | 7 140 | 8 330 | 18:30 |
| 19:00 | News | News | News | News | News | News | News | 19:00 |
| 19:30 | 15 389 | 15 389 | 15 389 | 15 389 | 15 389 | 14 690 | 14 690 | 19:30 |
| 20:00 | Ruthless City | Ruthless City | Ruthless City | Ruthless City | Ruthless City | Movie | Bulgaria's Got Talent | 20:00 |
| 20:30 | 15 389 | 15 389 | 15 389 | 15 389 | 15 389 | | | 20:30 |
| 21:00 | Scars | MasterChef | MasterChef | Home Makeover | Sunny Beach | | 20 286 | 21:00 |
| 21:30 | | | | | 18 887 | | Paparazzi 2.0! | 21:30 |
| 22:00 | 14 690 | 16 788 | 16 788 | 13 990 | The Comedians and Friends 11 192 | 11 192 | 10 493 | 22:00 |
| 22:30 | The Late Night Show | The Late Night Show | The Late Night Show | The Late Night Show | The Late Night Show | Movie | Movie | 22:30 |
| 23:00 | 9 793 | 9 793 | 9 793 | 9 793 | 9 793 | | | 23:00 |
| 23:30 | Late News 6 995 | Late News 6 995 | Late News 6 995 | Late News 6 995 | Late News 6 995 | | | 23:30 |
| 0:00 | Series | Series | Series | Series | Series | | 6 995 | 0:00 |
| 0:30 | 1 762 | 1 762 | 1 762 | 1 762 | 1 762 | 6 995 | Movie | 0:30 |
| 1:00 | Series | Series | Series | Series | Series | Movie | | 1:00 |
| 1:30 | 1 322 | 1 322 | 1 322 | 1 322 | 1 322 | 1 762 | 1 762 | 1:30 |
| 2:00 | Night Program | Night Program | Night Program | Night Program | Night Program | Night Program | Night Program | 2:00 |
| 6:00 | 420 | 420 | 420 | 420 | 420 | 420 | 420 | 6:00 |



Rate Card bTV
Valid from Apr 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 | 6:00 | Morning Show | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | M-F | 9:30 | The Late Morning Show | 3 672 | 3.5 | 1049 | 4.6 | 791 | 4.1 | 903 | 3.5 | 1057 |
| | M-F | 12:00 | 12 o'clock News | 4 721 | 4.5 | 1049 | 6.0 | 791 | 5.2 | 903 | 4.5 | 1057 |
| | M-F | 12:30 | The Late Night Show (re-run) | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | M-F | 13:30 | Series | 3 672 | 3.5 | 1049 | 4.6 | 791 | 4.1 | 903 | 3.5 | 1057 |
| | M-F | 15:00 | Series | 3 147 | 3.0 | 1049 | 4.0 | 791 | 3.5 | 903 | 3.0 | 1057 |
| | M-F | 16:00 | Series | 3 147 | 3.0 | 1049 | 4.0 | 791 | 3.5 | 903 | 3.0 | 1057 |
| | M-F | 17:00 | 17 o'clock News | 5 950 | 5.0 | 1190 | 6.4 | 929 | 5.7 | 1036 | 4.9 | 1206 |
| | M-F | 17:30 | Face To Face | 6 545 | 5.5 | 1190 | 7.0 | 929 | 6.3 | 1036 | 5.4 | 1206 |
| | M-F | 18:00 | Series | 7 140 | 6.0 | 1190 | 7.7 | 929 | 6.9 | 1036 | 5.9 | 1206 |
| | M-F | 19:00 | News Hour | 15 389 | 11.0 | 1399 | 13.5 | 1143 | 12.9 | 1194 | 10.5 | 1469 |
| | M-F | 20:00 | Ruthless City | 15 389 | 11.0 | 1399 | 13.5 | 1143 | 12.9 | 1194 | 10.5 | 1469 |
| | M | 21:00 | Scars | 14 690 | 10.5 | 1399 | 12.9 | 1143 | 12.3 | 1194 | 10.0 | 1469 |
| | Tue-Wed | 21:00 | MasterChef | 16 788 | 12.0 | 1399 | 14.7 | 1143 | 14.1 | 1194 | 11.4 | 1469 |
| | TR | 21:00 | Home Makeover | 13 990 | 10.0 | 1399 | 12.2 | 1143 | 11.7 | 1194 | 9.5 | 1469 |
| | F | 21:00 | Sunny Beach | 18 887 | 13.5 | 1399 | 16.5 | 1143 | 15.8 | 1194 | 12.9 | 1469 |
| | F | 22:00 | The Comedians and Friends | 11 192 | 8.0 | 1399 | 9.8 | 1143 | 9.4 | 1194 | 7.6 | 1469 |
| | M-F | 22:30 | The Late Night Show | 9 793 | 7.0 | 1399 | 8.6 | 1143 | 8.2 | 1194 | 6.7 | 1469 |
| | M-F | 23:30 | Late News | 6 995 | 5.0 | 1399 | 6.1 | 1143 | 5.9 | 1194 | 4.8 | 1469 |
| | M-F | 0:00 | Series | 1 762 | 2.0 | 881 | 2.3 | 774 | 2.1 | 824 | 2.0 | 872 |
| | M-F | 1:00 | Series | 1 322 | 1.5 | 881 | 1.7 | 774 | 1.6 | 824 | 1.5 | 872 |
| | M-F | 2:00 | Night Program | 420 | 1.0 | 420 | 1.3 | 336 | 1.1 | 369 | 1.0 | 410 |

| | 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 | 1 049 | 1.0 | 1049 | 1.3 | 791 | 1.2 | 903 | 1.0 | 1057 |
| | Sa | 6:30 | Documentary | 1 574 | 1.5 | 1049 | 2.0 | 791 | 1.7 | 903 | 1.5 | 1057 |
| | Sa | 7:30 | Friends | 1 574 | 1.5 | 1049 | 2.0 | 791 | 1.7 | 903 | 1.5 | 1057 |
| | Sa | 8:00 | This Saturday | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Sa | 11:00 | Cool-T | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Sa | 12:00 | 12 o'clock News | 5 245 | 5.0 | 1049 | 6.6 | 791 | 5.8 | 903 | 5.0 | 1057 |
| | Sa | 12:30 | Treasures of Bulgaria | 3 672 | 3.5 | 1049 | 4.6 | 791 | 4.1 | 903 | 3.5 | 1057 |
| | Sa | 13:00 | Movie | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Sa | 15:00 | Series | 3 672 | 3.5 | 1049 | 4.6 | 791 | 4.1 | 903 | 3.5 | 1057 |
| | Sa | 16:00 | Marmalade | 4 721 | 4.5 | 1049 | 6.0 | 791 | 5.2 | 903 | 4.5 | 1057 |
| | Sa | 18:00 | Home Makeover (re-run) | 7 140 | 6.0 | 1190 | 7.7 | 929 | 6.9 | 1036 | 5.9 | 1206 |
| | Sa | 19:00 | News Hour | 14 690 | 10.5 | 1399 | 12.9 | 1143 | 12.3 | 1194 | 10.0 | 1469 |
| | Sa | 20:00 | Movie | 11 192 | 8.0 | 1399 | 9.8 | 1143 | 9.4 | 1194 | 7.6 | 1469 |
| | Sa | 22:30 | Movie | 6 995 | 5.0 | 1399 | 6.1 | 1143 | 5.9 | 1194 | 4.8 | 1469 |
| | Sa | 1:00 | Movie | 1 762 | 2.0 | 881 | 2.3 | 774 | 2.1 | 824 | 2.0 | 872 |
| | Sa | 2:00 | Night Program | 420 | 1.0 | 420 | 1.3 | 336 | 1.1 | 369 | 1.0 | 410 |

| 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 | 1 049 | 1.0 | 1049 | 1.3 | 791 | 1.2 | 903 | 1.0 | 1057 |
| | Su | 6:30 | Documentary | 1 049 | 1.0 | 1049 | 1.3 | 791 | 1.2 | 903 | 1.0 | 1057 |
| | Su | 7:30 | Friends | 1 574 | 1.5 | 1049 | 2.0 | 791 | 1.7 | 903 | 1.5 | 1057 |
| | Su | 8:00 | This Sunday | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Su | 11:00 | Wanted | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Su | 12:00 | 12 o'clock News | 5 770 | 5.5 | 1049 | 7.3 | 791 | 6.4 | 903 | 5.5 | 1057 |
| | Su | 12:30 | Series | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Su | 13:00 | Movie | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| | Su | 15:00 | Movie | 4 196 | 4.0 | 1049 | 5.3 | 791 | 4.6 | 903 | 4.0 | 1057 |
| 04.04.2021 | Su | 16:00 | Parliamentary Elections 2021: Studio Coverage | 5 770 | 5.5 | 1049 | 7.3 | 791 | 6.4 | 903 | 5.5 | 1057 |
| | Su | 17:00 | 120 Minutes | 8 330 | 7.0 | 1190 | 9.0 | 929 | 8.0 | 1036 | 6.9 | 1206 |
| | Su | 19:00 | News Hour | 14 690 | 10.5 | 1399 | 12.9 | 1143 | 12.3 | 1194 | 10.0 | 1469 |
| 04.04.2021 | Su | 20:00 | Parliamentary Elections 2021: Studio Coverage | 18 187 | 13.0 | 1399 | 15.9 | 1143 | 15.2 | 1194 | 12.4 | 1469 |
| | Su | 20:00 | Bulgaria's Got Talent | 20 286 | 14.5 | 1399 | 17.7 | 1143 | 17.0 | 1194 | 13.8 | 1469 |
| | Su | 21:30 | Paparazzi 2.0! | 10 493 | 7.5 | 1399 | 9.2 | 1143 | 8.8 | 1194 | 7.1 | 1469 |
| | Su | 22:30 | Movie | 6 995 | 5.0 | 1399 | 6.1 | 1143 | 5.9 | 1194 | 4.8 | 1469 |
| | Su | 0:30 | Movie | 1 762 | 2.0 | 881 | 2.3 | 774 | 2.1 | 824 | 2.0 | 872 |
| | Su | 2:00 | Night Program | 420 | 1.0 | 420 | 1.3 | 336 | 1.1 | 369 | 1.0 | 410 |

Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Apr 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 | 330 | 274 | 406 | 47 | 10 |
| Prime Access | 461 | 568 | 621 | 75 | 11 |
| Prime Time | 1032 | 1170 | 969 | 138 | 50 |
| Late Fringe | 404 | 428 | 436 | 71 | 16 |
| Night Time | | | 91 | | 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 |
|---------------|------------|------------|------------|----------|------|
| | 493 | 553 | 764 | 101 | 60 |

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 | 0.49 | 0.55 | 0.76 | 0.10 | 0.06 |
| All 15-64 | 0.63 | 0.70 | 0.97 | 0.13 | 0.08 |
| Women 25-54 | 0.56 | 0.63 | 0.87 | 0.12 | 0.07 |
| Men 18-49 | 0.48 | 0.54 | 0.75 | 0.10 | 0.06 |

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 |



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 |

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).