



Rate Card for Broadcasting Commercial Communications of BTV Media Group EAD

Rate Card bTV
Valid from May 1 2022

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Cartoons	Cartoons	6:00
6:30						1 175	1 175	6:30
7:00						Series	Series	7:00
7:30						2 350	2 350	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00								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								10:30
11:00								11:00
11:30								11:30
12:00	News	News	News	News	News	News	News	12:00
12:30	The Comedians and Friends	The Comedians and Friends	The Comedians and Friends	The Comedians and Friends	The Comedians and Friends	Cool-T	Wanted	12:30
13:00	/re-run/	/re-run/	/re-run/	/re-run/	/re-run/	4 700	4 700	13:00
13:30	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Treasures of Bulgaria	No Luggage	13:30
14:00						4 113	4 700	14:00
14:30	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)	Movie	Movie	14:30
15:00						3 525		15:00
15:30	Series	Series	Series	Series	Series			15:30
16:00						3 525		16:00
16:30	Series	Series	Series	Series	Series	Movie	The Children of The Other Bulgaria	16:30
17:00						4 113	4 700	17:00
17:30	News	News	News	News	News		120 Minutes	17:30
18:00	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	My Celebrity Party		18:00
18:30						4 113		18:30
19:00	News	News	News	News	News	News	News	19:00
19:30						8 652	8 652	19:30
20:00	Forbidden fruit	Forbidden fruit	Forbidden fruit	I'll Be Fine	I'll Be Fine	Movie	Bulgaria's Got Talent	20:00
20:30						16 454	16 454	20:30
21:00	Sunny Beach	Sunny Beach	Sunny Beach	The Bachelor	The Bachelor			21:00
21:30						14 103		21:30
22:00	The Show	The Show	The Show			Movie		22:00
22:30						12 536		22:30
23:00	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show		23 505	23:00
23:30						9 402		23:30
0:00	Late News	Late News	Late News	Late News	Late News			0:00
0:30						7 052		0:30
1:00	Series	Series	Series	Series	Series		Movie	1:00
1:30						7 052	7 835	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00						2 468	8 619	6:00
						1 974	1 974	
						2 961		
						471	471	



Rate Card bTV
Valid from May 1 2022

Day/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	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
02.05., 06.05. & 24.05.2022	M;T;F	6:00	Animated movie	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
02.05., 06.05. & 24.05.2022	M-F	7:00	Morning Show	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
06.05.2022	F	8:30	Special Studio	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
	M-F	9:30	Late Morning Show	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
	M-F	12:00	12 o'clock News	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	M-F	12:30	The Comedians and Friends (re-run)	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
02.05. & 06.05.2022	M;F	12:30	Who Wants To Be A Millionaire? (re-run)	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
24.05.2022	Tue	12:30	The Comedians and Friends (re-run)	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
24.05.2022	Tue	13:00	Movie	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
02.05. & 06.05.2022	M;F	13:30	Movie	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
	M-F	13:30	Who Wants To Be A Millionaire? (re-run)	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
	M-F	14:30	The Late Night Show (re-run)	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
	M-F	15:00	Series	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
02.05., 06.05. & 24.05.2022	M;T;F	16:00	Movie	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	M-F	16:00	Series	3 525	3.0	1175	4.0	886	3.3	1060	2.9	1199
	M-F	17:00	17 o'clock News	5 990	4.5	1331	5.8	1039	5.3	1140	4.3	1381
	M-F	17:30	Face To Face	6 655	5.0	1331	6.4	1039	5.8	1140	4.8	1381
	M-F	18:00	Who Wants To Be A Millionaire?	11 979	9.0	1331	11.5	1039	10.5	1140	8.7	1381
	M-F	19:00	News Hour	16 454	10.5	1567	12.9	1280	12.5	1320	9.7	1699
	M-W	20:00	Forbidden Fruit	14 887	9.5	1567	11.6	1280	11.3	1320	8.8	1699
27.05.2022	F	20:00	Wife Swap	14 887	9.5	1567	11.6	1280	11.3	1320	8.8	1699
24.05.2022	Tue	20:00	History Untold: Citizen of the world - Yull Brown	14 887	9.5	1567	11.6	1280	11.3	1320	8.8	1699
	TR-F	20:00	I'll Be Fine	16 454	10.5	1567	12.9	1280	12.5	1320	9.7	1699
03.05.2022	M-TR	21:00	Sunny Beach Season 2	19 588	12.5	1567	15.3	1280	14.8	1320	11.5	1699
	TR-F	21:00	The Bachelor	19 588	12.5	1567	15.3	1280	14.8	1320	11.5	1699
27.05.2022	F	21:30	The Show	12 536	8.0	1567	9.8	1280	9.5	1320	7.4	1699
03.05.2022	T-W	22:00	The Show	12 536	8.0	1567	9.8	1280	9.5	1320	7.4	1699
23.05.2022	M-F	22:00	Late News	12 536	8.0	1567	9.8	1280	9.5	1320	7.4	1699
	M-F	22:30	The Late Night Show	9 402	6.0	1567	7.3	1280	7.1	1320	5.5	1699
	M-F	23:00	Late News	7 052	4.5	1567	5.5	1280	5.3	1320	4.2	1699
23.05.2022	M-F	23:00	Series	7 052	4.5	1567	5.5	1280	5.3	1320	4.2	1699
	M-F	23:30	Series	7 052	4.5	1567	5.5	1280	5.3	1320	4.2	1699
23.05.2022	M-F	0:00	Series	2 961	3.0	987	3.4	867	3.0	973	3.0	987
	M-F	0:30	Series	2 468	2.5	987	2.8	867	2.5	973	2.5	987
	M-F	1:00	Series	1 974	2.0	987	2.3	867	2.0	973	2.0	987
	M-F	2:00	Night Program	471	1.0	471	1.3	376	1.0	482	1.0	460

Day/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
	Sa	6:00	Cartoons	1 175	1.0	1175	1.3	886	1.1	1060	1.0	1199
	Sa	7:00	Series	2 350	2.0	1175	2.7	886	2.2	1060	2.0	1199
	Sa	8:00	This Saturday	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Sa	12:00	12 o'clock News	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Sa	12:30	Cool-T	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Sa	13:30	Treasures of Bulgaria	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
	Sa	14:00	Movie	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
	Sa	16:00	Movie	4 113	3.5	1175	4.6	886	3.9	1060	3.4	1199
	Sa	18:00	My Celebrity Party with Silvena Rowe	8 652	6.5	1331	8.3	1039	7.6	1140	6.3	1381
	Sa	19:00	News Hour	16 454	10.5	1567	12.9	1280	12.5	1320	9.7	1699
	Sa	20:00	Movie	14 103	9.0	1567	11.0	1280	10.7	1320	8.3	1699
	Sa	22:00	Movie	7 835	5.0	1567	6.1	1280	5.9	1320	4.6	1699
	Sa	0:30	Movie	2 961	3.0	987	3.4	867	3.0	973	3.0	987
	Sa	2:00	Night Program	471	1.0	471	1.3	376	1.0	482	1.0	460

Day/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	1 175	1.0	1175	1.3	886	1.1	1060	1.0	1199
	Su	7:00	Series	2 350	2.0	1175	2.7	886	2.2	1060	2.0	1199
	Su	8:00	This Sunday	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Su	12:00	12 o'clock News	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Su	12:30	Wanted	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Su	13:30	No Luggage	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Su	14:00	Movie	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
08.05. & 15.05.2022	Su	16:00	The Comedians and Friends (re-run)	4 700	4.0	1175	5.3	886	4.4	1060	3.9	1199
	Su	16:30	The Children of The Other Bulgaria	5 875	5.0	1175	6.6	886	5.5	1060	4.9	1199
	Su	17:00	120 Minutes	8 652	6.5	1331	8.3	1039	7.6	1140	6.3	1381
	Su	19:00	News Hour	16 454	10.5	1567	12.9	1280	12.5	1320	9.7	1699
	Su	20:00	Bulgaria's Got Talent	23 505	15.0	1567	18.4	1280	17.8	1320	13.8	1699
22.05.2022	Su	20:00	Movie	14 103	9.0	1567	11.0	1280	10.7	1320	8.3	1699
22.05. & 29.05.2022	Su	22:30	Movie	8 619	5.5	1567	6.7	1280	6.5	1320	5.1	1699
	Su	23:00	Movie	8 619	5.5	1567	6.7	1280	6.5	1320	5.1	1699
22.05. & 29.05.2022	Su	0:30	Movie	1 974	2.0	987	2.3	867	2.0	973	2.0	987
	Su	1:00	Movie	1 974	2.0	987	2.3	867	2.0	973	2.0	987
	Su	2:00	Night Program	471	1.0	471	1.3	376	1.0	482	1.0	460

The rating points (RTG) in the rate card above include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the peoplemetric agency whose services BTU Media Group EAD uses.

Rate Card for Thematic Channels Valid from May 1 2022

1/ 30" spot prices (Client/Agency media planning) in the thematic channels bTV Action, bTV Cinema, bTV Comedy, bTV Lady and RING – in BGN, excl. VAT

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	339	349	487	63	21
Prime Access	432	755	815	84	48
Prime Time	1101	1425	1256	169	113
Late Fringe	444	506	533	107	27
Night Time	-	-	98	-	10

The prices for the sport championships are subject to a separate rate card.

2/ Package prices for 30" spot (planning by BMG) in selection of thematic channels – in BGN, excl. VAT

Thematic Channel	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING	Wness TV	Soul&Pepper
Price for 30"	597	473	687	124	101	11	6

BMG defines the above prices for the thematic channels in the following selections - Wide, Menbox and Lady. Clients can choose from these three selections of channels, as well as the buying target group. The budget allocation between the different channels in a selection is automatically determined by the official order template of bMG for the respective month. When buying a campaign based on prices for spots in selection of channels, the clients agree to the budget distribution per time zones stated in the Sales Policy 2022.

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. The guaranteed rating points include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the peoplemetric agency whose services BTM Media Group EAD uses.

Target Group	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING	Wness TV	Soul&Pepper
All 18-49	0.53	0.42	0.61	0.11	0.09	0.01	0.005
All 15-64	0.68	0.54	0.78	0.14	0.11	0.01	0.007
Women 25-54	0.59	0.47	0.68	0.12	0.10	0.01	0.006
Men 18-49	0.51	0.41	0.59	0.11	0.09	0.01	0.005

3/ 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 BTM Media Group EAD. bMG's Sales Department reserves the right to make changes in the present Rate Card.



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	120%	120%	7
3"+4" x Break Ids + VO	140%	140%	7
Content Split	150%	150%	10
Countdown	90%	110%	10
Skyscraper	90%	110%	10
Cut-in	90%	110%	10
Branded Bug	80%	110%	10
Branded Promo-bug	70%	110%	10
Paid Report	75%	75%	60 - 120
Premium Launch of campaign	150%	400%	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	15%
First/Last in Break (FIB/LIB)	40%
Second/Before Last in Break (SIB/BLIB)	25%
Third in Break (TIB)	20%
Break & FIB/LIB	55%
Top & Tail	50%
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% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % on the gross price of all 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).