



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

Rate Card bTV
Valid from Jun 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	Face to Face (re-run) 1 728	Face to Face (re-run) 1 728	Face to Face (re-run) 1 728	Face to Face (re-run) 1 728	Face to Face (re-run) 1 728	Documentary	Documentary	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			7:00
7:30						Friends 864	Friends 864	7:30
8:00						Friends 1 728	Friends 1 728	8:00
8:30						This Saturday	This Sunday	8:30
9:00								9:00
9:30	Late Morning Show 3 456	Late Morning Show 3 456	Late Morning Show 3 456	Late Morning Show 3 456	Late Morning Show 3 456			9:30
10:00								10:00
10:30								10:30
11:00						Cool-T 3 024	Wanted 3 024	11:00
11:30								11:30
12:00	News 2 592	News 2 592	News 2 592	News 2 592	News 2 592	News 2 592	News 2 592	12:00
12:30	The Late Night Show /re-run/ 3 456	The Late Night Show /re-run/ 3 456	The Late Night Show /re-run/ 3 456	The Late Night Show /re-run/ 3 456	The Late Night Show /re-run/ 3 456	Treasures of Bulgaria 3 888	Pets 3 888	12:30
13:00								13:00
13:30	Series 3 024	Series 3 024	Series 3 024	Series 3 024	Series 3 024	Movie 3 024	Movie 3 024	13:30
14:00								14:00
14:30								14:30
15:00								15:00
15:30	Series 2 160	Series 2 160	Series 2 160	Series 2 160	Series 2 160	True Stories 3 024	True Stories 3 024	15:30
16:00								16:00
16:30	Series 2 160	Series 2 160	Series 2 160	Series 2 160	Series 2 160	Marmalad 2 592	Help 112! 2 592	16:30
17:00	News 3 916	News 3 916	News 3 916	News 3 916	News 3 916		120 Minutes	17:00
17:30	Face to face 3 916	Face to face 3 916	Face to face 3 916	Face to face 3 916	Face to face 3 916			17:30
18:00	Series 3 916	Series 3 916	Series 3 916	Series 3 916	Series 3 916			18:00
18:30						Second Plan 3 024		18:30
19:00	News 4 406	News 4 406	News 4 406	News 4 406	News 4 406	News 4 406	News 4 895	19:00
19:30								19:30
20:00	Evermore 10368	Evermore 10368	Evermore 10368	Evermore 10368	Evermore 10368	News 9 792	News 10368	20:00
20:30	Series 9 792	Series 9 792	Series 9 792	Series 9 792	Series 9 792	Movie	The Voice	20:30
21:00								21:00
21:30								21:30
22:00	The Late Night Show 9 792	The Late Night Show 9 792.00	The Late Night Show 9 792	The Late Night Show 9 792	Capital Hillbillies (re-run) 9 792			22:00
22:30	Late News 7 488	Late News 7 488	Late News 7 488	Late News 7 488	Late News 8 640	Movie 7 488	Movie 13824	22:30
23:00	Series 5 184	Series 5 184	Series 5 184	Series 5 184	Series 5 184			23:00
23:30								23:30
0:00	Series 3 456	Series 3 456	Series 3 456	Series 3 456	Series 3 456		Movie 6 336	0:00
0:30						Movie 5 184		0:30
1:00								1:00
1:30	Night Program 1 452	Night Program 1 452	Night Program 1 452	Night Program 1 452	Night Program 1 452			1:30
2:00								2:00
6:00						Night Program 346	Night Program 346	6:00



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Valid from Jun 1 2020

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:30	Face to Face (re-run)	1 728	2.0	864	2.5	695	2.0	858
	M-F	7:00	Morning Show	3 456	4.0	864	5.0	695	4.0	858
	M-F	9:30	Late Morning Show	2 592	3.0	864	3.7	695	3.0	858
	M-F	12:00	12 o'clock News	3 456	4.0	864	5.0	695	4.0	858
	M-F	12:30	The Late Night Show (re-run)	3 024	3.5	864	4.4	695	3.5	858
	M-F	13:30	Series	2 160	2.5	864	3.1	695	2.5	858
	M-F	15:30	Series	2 160	2.5	864	3.1	695	2.5	858
	M-F	17:00	17 o'clock News	3 916	4.0	979	4.8	811	4.0	987
	M-F	17:30	Face to Face	3 916	4.0	979	4.8	811	4.0	987
	M-F	18:00	Series	4 406	4.5	979	5.4	811	4.5	987
	M-F	19:00	News Hour	10 368	9.0	1152	10.7	967	8.9	1171
01.06.2020	M	20:00	bTV 20th Anniversary Special Programme	10 368	9.0	1152	10.7	967	8.9	1171
	M-F	20:00	Evermore	9 792	8.5	1152	10.1	967	8.4	1171
	M-F	21:00	Series	9 792	8.5	1152	10.1	967	8.4	1171
	F	22:00	Capital Hillbillies (re-run)	8 640	7.5	1152	8.9	967	7.4	1171
19.06.2020	F	22:30	Capital Hillbillies (re-run)	8 640	7.5	1152	8.9	967	7.4	1171
	M-Th	22:00	The Late Night Show	7 488	6.5	1152	7.7	967	6.4	1171
15.06.2020	M-Th	22:30	The Late Night Show	7 488	6.5	1152	7.7	967	6.4	1171
	M-F	23:00	Late News	5 184	4.5	1152	5.4	967	4.4	1171
15.06.2020	M-F	23:30	Late News	5 184	4.5	1152	5.4	967	4.4	1171
	M-F	23:30	Series	3 456	3.0	1152	3.6	967	3.0	1171
15.06.2020	M-F	0:00	Series	2 178	3.0	726	3.2	682	3.2	679
	M-F	0:30	Series	1 452	2.0	726	2.1	682	2.1	679
15.06.2020	M-F	1:00	Series	1 452	2.0	726	2.1	682	2.1	679
	M-F	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					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	1 728	2.0	864	2.5	695	2.0	858
	Sa	8:00	This Saturday	3 024	3.5	864	4.4	695	3.5	858
	Sa	11:00	Cool-T	2 592	3.0	864	3.7	695	3.0	858
	Sa	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
	Sa	12:30	Treasures of Bulgaria	3 024	3.5	864	4.4	695	3.5	858
27.06.2020	Sa	12:30	Pets	3 024	3.5	864	4.4	695	3.5	858
	Sa	13:00	Movie	3 024	3.5	864	4.4	695	3.5	858
	Sa	15:00	True Stories (re-run)	2 592	3.0	864	3.7	695	3.0	858
27.06.2020	Sa	15:00	Movie	2 592	3.0	864	3.7	695	3.0	858
	Sa	16:00	Marmalade	3 024	3.5	864	4.4	695	3.5	858
27.06.2020	Sa	17:00	Movie	3 427	3.5	979	4.2	811	3.5	987
	Sa	18:00	Second Plan	4 406	4.5	979	5.4	811	4.5	987
	Sa	19:00	News Hour	9 792	8.5	1152	10.1	967	8.4	1171
	Sa	20:00	Movie	7 488	6.5	1152	7.7	967	6.4	1171
	Sa	22:00	Movie	5 184	4.5	1152	5.4	967	4.4	1171
	Sa	0:00	Movie	1 452	2.0	726	2.1	682	2.1	679
	Sa	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					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	1 728	2.0	864	2.5	695	2.0	858
	Su	8:00	This Sunday	3 024	3.5	864	4.4	695	3.5	858
	Su	11:00	Wanted	2 592	3.0	864	3.7	695	3.0	858
	Su	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
	Su	12:30	Pets	3 024	3.5	864	4.4	695	3.5	858
	Su	13:00	Movie	3 024	3.5	864	4.4	695	3.5	858
	Su	15:00	True Stories (re-run)	2 592	3.0	864	3.7	695	3.0	858
21.06.2020	Su	15:00	Movie	2 592	3.0	864	3.7	695	3.0	858
	Su	16:00	Help 112! (re-run)	2 592	3.0	864	3.7	695	3.0	858
	Su	17:00	120 Minutes	4 895	5.0	979	6.0	811	5.0	987
	Su	19:00	News Hour	10 368	9.0	1152	10.7	967	8.9	1171
	Su	20:00	The Voice	13 824	12.0	1152	14.3	967	11.8	1171
21.06.2020	Su	20:00	Movie	8 640	7.5	1152	8.9	967	7.4	1171
	Su	22:00	Movie	6 336	5.5	1152	6.6	967	5.4	1171
	Su	0:00	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



Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Jun 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
	489	522	505	108	17

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	0.59	0.63	0.61	0.13	0.02
Women 25-54	0.71	0.76	0.73	0.16	0.02
Men 18-49	0.59	0.63	0.61	0.13	0.02

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