



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

Rate Card bTV
Valid from Jul 10 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 259	Night Program 259	Night Program 259	Night Program 259	Night Program 259	Cartoons 648	Cartoons 648	6:00
6:30	Face to Face (re-run) 1 296	Face to Face (re-run) 1 296	Face to Face (re-run) 1 296	Face to Face (re-run) 1 296	Face to Face (re-run) 1 296	Documentary	Documentary	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Friends 648	Friends 648	7:00
7:30						Friends 1 296	Friends 972	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	1 944	1 944	1 944	1 944	1 944			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						1 944	2 268	10:30
11:00						Cool-T 1 944	Wanted 1 944	11:00
11:30	1 944	1 944	1 944	1 944	1 944			11:30
12:00	News 2 268	News 2 268	News 2 268	News 2 268	News 2 268	News 2 268	News 2 592	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 2 268	Series 2 268	12:30
13:00	1 944	1 944	1 944	1 944	1 944	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30						1 944	1 944	14:30
15:00	1 620	1 620	1 620	1 620	1 620	Movie	Movie	15:00
15:30	Series	Series	Series	Series	Series			15:30
16:00								16:00
16:30	1 620	1 620	1 620	1 620	1 620	1 944	2 268	16:30
17:00	News 2 569	News 2 569	News 2 569	News 2 569	News 2 569	Movie	120 Minutes	17:00
17:30	Face to face 2 569	Face to face 2 569	Face to face 2 569	Face to face 2 569	Face to face 2 569			17:30
18:00	Series	Series	Series	Series	Series			18:00
18:30	2 569	2 569	2 569	2 569	2 569	2 569	3 670	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	7 344	7 344	7 344	7 344	7 344	5 616	7 344	19:30
20:00	Evermore 7 344	Evermore 7 344	Evermore 7 344	Evermore 7 344	Evermore 7 344	Movie	Movie	20:00
20:30	Series	Series	Series	Series	Series			20:30
21:00								21:00
21:30								21:30
22:00	5 184	5 184	5 184	5 184	5 184	5 184	6 048	22:00
22:30	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	Capital Hillbillies (re-run)	Movie	Movie	22:30
23:00	4 320	4 320	4 320	4 320	4 320			23:00
23:30	Late News 3 888	Late News 3 888	Late News 3 888	Late News 3 888	Late News 3 888			23:30
0:00	Series	Series	Series	Series	Series			0:00
0:30						3 456	3 456	0:30
1:00	1 090	1 090	1 090	1 090	1 090	Movie	Movie	1:00
1:30	Series 818	Series 818	Series 818	Series 818	Series 818	818	818	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	259	259	259	259	259	259	259	6:00



Rate Card bTV
Valid from Jul 10 2020

To/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)	1 296	2.0	648	2.5	521	2.0	644
	M-F	7:00	Morning Show	1 944	3.0	648	3.7	521	3.0	644
	M-F	9:30	Late Morning Show	1 944	3.0	648	3.7	521	3.0	644
20.07.2020	M-F	9:30	The Best of The Late Morning Show	1 296	2.0	648	2.5	521	2.0	644
	M-F	12:00	12 o'clock News	2 268	3.5	648	4.4	521	3.5	644
	M-F	12:30	The Late Night Show (re-run)	1 944	3.0	648	3.7	521	3.0	644
	M-F	13:30	Series	1 620	2.5	648	3.1	521	2.5	644
	M-F	15:30	Series	1 620	2.5	648	3.1	521	2.5	644
	M-F	17:00	17 o'clock News	2 569	3.5	734	4.2	608	3.5	740
	M-F	17:30	Face to Face	2 569	3.5	734	4.2	608	3.5	740
	M-F	18:00	Series	2 569	3.5	734	4.2	608	3.5	740
	M-F	19:00	News Hour	7 344	8.5	864	10.1	726	8.4	878
	M-F	20:00	Evermore	7 344	8.5	864	10.1	726	8.4	878
	M-F	21:00	Series	5 184	6.0	864	7.1	726	5.9	878
	M-Th	22:30	The Late Night Show	4 320	5.0	864	6.0	726	4.9	878
	F	22:30	Capital Hillbillies (re-run)	4 320	5.0	864	6.0	726	4.9	878
13.07.2020	M-F	22:30	Series	5 184	6.0	864	7.1	726	5.9	878
	M-F	23:30	Late News	3 888	4.5	864	5.4	726	4.4	878
	M-F	0:00	Series	1 090	2.0	545	2.1	512	2.1	510
08.07.2020	M-F	1:00	Series	818	1.5	545	1.6	512	1.6	510
	M-F	1:30	Series	818	1.5	545	1.6	512	1.6	510
	M-F	2:00	Night Program	259	1.0	259	1.2	215	1.0	263

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	648	1.0	648	1.2	521	1.0	644
	Sa	6:30	Documentary	648	1.0	648	1.2	521	1.0	644
	Sa	7:30	Friends	1 296	2.0	648	2.5	521	2.0	644
	Sa	8:00	This Saturday	1 944	3.0	648	3.7	521	3.0	644
	Sa	11:00	Cool-T	1 944	3.0	648	3.7	521	3.0	644
	Sa	12:00	12 o'clock News	2 268	3.5	648	4.4	521	3.5	644
	Sa	12:30	Treasures of Bulgaria	2 268	3.5	648	4.4	521	3.5	644
	Sa	13:00	Movie	1 944	3.0	648	3.7	521	3.0	644
	Sa	15:00	Movie	1 944	3.0	648	3.7	521	3.0	644
	Sa	17:00	Movie	2 569	3.5	734	4.2	608	3.5	740
	Sa	19:00	News Hour	5 616	6.5	864	7.7	726	6.4	878
	Sa	20:00	Movie	5 184	6.0	864	7.1	726	5.9	878
	Sa	22:30	Movie	3 456	4.0	864	4.8	726	3.9	878
	Sa	0:30	Movie	818	1.5	545	1.6	512	1.6	510
	Sa	2:00	Night Program	259	1.0	259	1.2	215	1.0	263

To/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	648	1.0	648	1.2	521	1.0	644
	Su	6:30	Documentary	648	1.0	648	1.2	521	1.0	644
	Su	7:30	Friends	972	1.5	648	1.9	521	1.5	644
	Su	8:00	This Sunday	2 268	3.5	648	4.4	521	3.5	644
	Su	11:00	Wanted	1 944	3.0	648	3.7	521	3.0	644
	Su	12:00	12 o'clock News	2 592	4.0	648	5.0	521	4.0	644
	Su	12:30	Series	2 268	3.5	648	4.4	521	3.5	644
	Su	13:00	Movie	1 944	3.0	648	3.7	521	3.0	644
	Su	15:00	Movie	2 268	3.5	648	4.4	521	3.5	644
	Su	17:00	120 Minutes	3 670	5.0	734	6.0	608	5.0	740
	Su	19:00	News Hour	7 344	8.5	864	10.1	726	8.4	878
	Su	20:00	Movie	6 048	7.0	864	8.3	726	6.9	878
	Su	22:30	Movie	3 456	4.0	864	4.8	726	3.9	878
26.07.2020	Su	23:30	Movie	2 592	3.0	864	3.6	726	3.0	878
	Su	0:30	Movie	818	1.5	545	1.6	512	1.6	510
26.07.2020	Su	1:00	Movie	545	1.0	545	1.1	512	1.1	510
	Su	2:00	Night Program	259	1.0	259	1.2	215	1.0	263



Media Group

**Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Jul10 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	198	146	216	47	10
Prime Access	297	331	357	53	20
Prime Time	817	848	615	101	54
Late Fringe	255	226	241	54	29
Night Time			51		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
	304	335	348	68	12

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	0.49	0.54	0.56	0.11	0.02
Women 25-54	0.59	0.65	0.68	0.13	0.02
Men 18-49	0.49	0.54	0.56	0.11	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