



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

Rate Card bTV
Valid from Jul 1 2021

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:30	Face to face (re-run)	Face to face (re-run)	Face to face (re-run)	Face to face (re-run)	Face to face (re-run)	Cartoons	Cartoons	6:00
						726	726	
	1 452	1 452	1 452	1 452	1 452	Documentary	Documentary	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			7:00
7:30						726	726	7:30
8:00						Friends	Friends	8:00
8:30						1 452	1 089	8:30
9:00						This Saturday	This Sunday	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						2 178	2 178	10:30
11:00						Cool-T	Wanted	11:00
11:30								11:30
12:00	News	News	News	News	News	News	News	12:00
12:30	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	Treasures of Bulgaria	Series	12:30
13:00						2 178	2 541	13:00
13:30	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	13:30
14:00								14:00
14:30	Series	Series	Series	Series	Series			14:30
15:00						2 178	2 178	15:00
15:30						Movie	Movie	15:30
16:00	Series	Series	Series	Series	Series			16:00
16:30						2 178		16:30
17:00	News	News	News	News	News	Movie		17:00
17:30	Face to face	Face to face	Face to face	Face to face	Face to face		120 Minutes	17:30
18:00								18:00
18:30	Series	Series	Series	Series	Series			18:30
19:00						2 178	4 120	19:00
19:30	News	News	News	News	News	News	News	19:30
20:00								20:00
20:30	Ruthless City	Ruthless City	Ruthless City	Ruthless City	Ruthless City	Movie	Movie	20:30
21:00								21:00
21:30	Dear Heirs /re-run/	Dear Heirs /re-run/	Dear Heirs /re-run/	Dear Heirs /re-run/	Dear Heirs /re-run/			21:30
22:00						5 808		22:00
22:30	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	Movie		22:30
23:00							6 776	23:00
23:30	Late News	Late News	Late News	Late News	Late News		Movie	23:30
0:00								0:00
0:30	Series	Series	Series	Series	Series			0:30
1:00							3 872	1:00
1:30								1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00						291	291	6:00



Rate Card bTV
Valid from Jul 1 2021

On/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
05.07.2021	M-F	6:00	Morning Show	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	M-F	6:30	Face to Face (re-run)	1 452	2.0	726	2.6	548	2.3	625	2.0	731
	M-F	7:00	Morning Show	2 178	3.0	726	4.0	548	3.5	625	3.0	731
19.07.2021	M-F	9:30	The Late Morning Show	1 815	2.5	726	3.3	548	2.9	625	2.5	731
	M-F	9:30	The Best of The Late Morning Show	1 815	2.5	726	3.3	548	2.9	625	2.5	731
	M-F	12:00	12 o'clock News	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	M-F	12:30	The Comedians and Friends (re-run)	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	M-F	13:30	The Late Night Show (re-run)	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	M-F	14:30	Series	1 815	2.5	726	3.3	548	2.9	625	2.5	731
	M-F	16:00	Series	1 815	2.5	726	3.3	548	2.9	625	2.5	731
	M-F	17:00	17 o'clock News	2 884	3.5	824	4.5	643	4.0	717	3.5	835
	M-F	17:30	Face To Face	3 296	4.0	824	5.1	643	4.6	717	3.9	835
	M-F	18:00	Series	2 884	3.5	824	4.5	643	4.0	717	3.5	835
	M-F	19:00	News Hour	8 228	8.5	968	10.4	791	10.0	826	8.1	1016
	M-F	20:00	Ruthless City	8 228	8.5	968	10.4	791	10.0	826	8.1	1016
	M-F	21:00	Dear Heirs	6 776	7.0	968	8.6	791	8.2	826	6.7	1016
	M-F	22:00	The Comedians and Friends (re-run)	5 808	6.0	968	7.3	791	7.0	826	5.7	1016
	M-F	23:00	Late News	4 356	4.5	968	5.5	791	5.3	826	4.3	1016
M-F	23:30	Series	3 388	3.5	968	4.3	791	4.1	826	3.3	1016	
M-F	0:00	Series	1 220	2.0	610	2.3	536	2.1	570	2.0	604	
M-F	1:00	Series	915	1.5	610	1.7	536	1.6	570	1.5	604	
M-F	2:00	Night Program	291	1.0	291	1.3	232	1.1	255	1.0	284	

	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	726	1.0	726	1.3	548	1.2	625	1.0	731	
	Sa	6:30	Documentary	726	1.0	726	1.3	548	1.2	625	1.0	731	
	Sa	7:30	Friends	1 452	2.0	726	2.6	548	2.3	625	2.0	731	
31.07.2021	Sa	8:00	This Saturday	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
	Sa	8:00	The Best of This Saturday	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
31.07.2021	Sa	11:00	Cool-T	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
	Sa	11:00	The Best of Cool-T	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
	Sa	12:00	12 o'clock News	2 541	3.5	726	4.6	548	4.1	625	3.5	731	
	Sa	12:30	Treasures of Bulgaria	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
	Sa	13:00	Movie	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
	Sa	15:00	Movie	2 178	3.0	726	4.0	548	3.5	625	3.0	731	
	31.07.2021	Sa	16:30	Movie	2 178	3.0	726	4.0	548	3.5	625	3.0	731
		Sa	17:00	Movie	2 884	3.5	824	4.5	643	4.0	717	3.5	835
		Sa	19:00	News Hour	8 228	8.5	968	10.4	791	10.0	826	8.1	1016
	31.07.2021	Sa	20:00	Movie	5 808	6.0	968	7.3	791	7.0	826	5.7	1016
		Sa	22:00	Movie	3 872	4.0	968	4.9	791	4.7	826	3.8	1016
		Sa	22:30	Movie	3 872	4.0	968	4.9	791	4.7	826	3.8	1016
	03.07.2021	Sa	0:30	Movie	1 220	2.0	610	2.3	536	2.1	570	2.0	604
		Sa	1:00	Movie	915	1.5	610	1.7	536	1.6	570	1.5	604
		Sa	2:00	Night Program	291	1.0	291	1.3	232	1.1	255	1.0	284

On/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	726	1.0	726	1.3	548	1.2	625	1.0	731
	Su	6:30	Documentary	726	1.0	726	1.3	548	1.2	625	1.0	731
	Su	7:30	Friends	1 089	1.5	726	2.0	548	1.7	625	1.5	731
18.07.2021	Su	8:00	This Sunday	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	Su	11:00	Wanted	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	Su	11:00	Wanted (re-run)	2 178	3.0	726	4.0	548	3.5	625	3.0	731
03.07.2021	Su	12:00	12 o'clock News	2 541	3.5	726	4.6	548	4.1	625	3.5	731
	Su	12:30	Series	2 541	3.5	726	4.6	548	4.1	625	3.5	731
	Su	13:00	Movie	2 178	3.0	726	4.0	548	3.5	625	3.0	731
11.07.2021	Su	15:00	Movie	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	Su	15:30	Series	2 178	3.0	726	4.0	548	3.5	625	3.0	731
	Su	16:00	Elections Studio	3 630	5.0	726	6.6	548	5.8	625	5.0	731
11.07.2021	Su	17:00	120 Minutes	4 120	5.0	824	6.4	643	5.7	717	4.9	835
	Su	19:00	News Hour	8 228	8.5	968	10.4	791	10.0	826	8.1	1016
	Su	19:30	Elections Studio	12 584	13.0	968	15.9	791	15.2	826	12.4	1016
11.07.2021	Su	20:00	Movie	6 776	7.0	968	8.6	791	8.2	826	6.7	1016
	Su	22:30	Movie	3 872	4.0	968	4.9	791	4.7	826	3.8	1016
	Su	0:00	Movie	1 525	2.5	610	2.8	536	2.7	570	2.5	604
	Su	0:30	Movie	915	1.5	610	1.7	536	1.6	570	1.5	604
	Su	2:00	Night Program	291	1.0	291	1.3	232	1.1	255	1.0	284

Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Jul 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	229	189	281	33	10
Prime Access	319	393	430	52	10
Prime Time	714	810	671	96	35
Late Fringe	280	296	302	49	11
Night Time			63		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
	320	348	431	56	28

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	0.46	0.50	0.62	0.08	0.04
All 15-64	0.59	0.64	0.79	0.10	0.05
Women 25-54	0.53	0.58	0.71	0.09	0.05
Men 18-49	0.45	0.49	0.61	0.08	0.04

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).