



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

Rate Card bTV
Valid from Aug 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
						686	686	
	1 029	1 029	1 029	1 029	1 029	Documentary	Documentary	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			7:00
7:30						686	686	7:30
						Friends	Friends	
						1 029	1 029	
8:00						The Best of This Saturday	The Best of This Sunday	8:00
8:30								8:30
9:00								9:00
	2 058	2 058	2 058	2 058	2 058			
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
						2 058	2 058	
11:00						The Best of Cool-T	The Best of Wanted	11:00
11:30								11:30
	1 372	1 372	1 372	1 372	1 372	2 058	2 058	
12:00	News	News	News	News	News	News	News	12:00
	2 058	2 058	2 058	2 058	2 058	2 401	2 401	
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/	Movie	Series	12:30
							2 401	
13:00							Movie	13:00
	1 715	1 715	1 715	1 715	1 715			
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/			13:30
	1 715	1 715	1 715	1 715	1 715			
14:00								14:00
14:30	Series	Series	Series	Series	Series			14:30
						2 058	2 058	
15:00						bTV Vacation: Animated Movie	bTV Vacation: Animated Movie	15:00
15:30								15:30
	1 715	1 715	1 715	1 715	1 715			
16:00	Series	Series	Series	Series	Series			16:00
16:30								16:30
	1 715	1 715	1 715	1 715	1 715	2 058	2 058	
17:00	News	News	News	News	News	Movie	The Best of 120 Minutes	17:00
	2 723	2 723	2 723	2 723	2 723			
17:30	Face to face	Face to face	Face to face	Face to face	Face to face			17:30
	2 723	2 723	2 723	2 723	2 723			
18:00	Series	Series	Series	Series	Series			18:00
18:30								18:30
	2 334	2 334	2 334	2 334	2 334	2 723	3 890	
19:00	News	News	News	News	News	News	News	19:00
19:30								19:30
	6 863	6 863	6 863	6 863	6 863	6 863	6 863	
20:00	Forbidden fruit	Forbidden fruit	Forbidden fruit	Forbidden fruit	Forbidden fruit	Movie	Movie	20:00
20:30								20:30
	7 320	7 320	7 320	7 320	7 320			
21:00	Dear Heirs /re-run/	Dear Heirs /re-run/	Dear Heirs /re-run/	Dear Heirs /re-run/	Dear Heirs /re-run/			21:00
21:30								21:30
	5 490	5 490	5 490	5 490	5 490			
22:00	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/			22:00
						6 405	6 405	
22:30						Movie	Movie	22:30
	5 490	5 490	5 490	5 490	5 490			
23:00	Late News	Late News	Late News	Late News	Late News			23:00
	4 118	4 118	4 118	4 118	4 118			
23:30	Series	Series	Series	Series	Series			23:30
	3 203	3 203	3 203	3 203	3 203			
0:00	Series	Series	Series	Series	Series			0:00
0:30							3 203	0:30
	1 152	1 152	1 152	1 152	1 152			
1:00	Series	Series	Series	Series	Series	Movie		1:00
1:30								1:30
	864	864	864	864	864	864	864	
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00								6:00
	275	275	275	275	275	275	275	



Rate Card bTV
Valid from Aug 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
	M-F	6:30	Animation	1 029	1.5	686	2.0	517	1.7	591	1.5	691
	M-F	7:00	Morning Show	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	M-F	9:30	The Best of The Late Morning Show	1 372	2.0	686	2.7	517	2.3	591	2.0	691
	M-F	12:00	12 o'clock News	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	M-F	12:30	The Comedians and Friends (re-run)	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	M-F	13:30	The Late Night Show (re-run)	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	M-F	14:30	Series	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	M-F	16:00	Series	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	M-F	17:00	17 o'clock News	2 723	3.5	778	4.5	607	4.0	677	3.5	789
	M-F	17:30	Face To Face	2 723	3.5	778	4.5	607	4.0	677	3.5	789
	M-F	18:00	Series	2 334	3.0	778	3.8	607	3.4	677	3.0	789
	M-F	19:00	News Hour	6 863	7.5	915	9.2	747	8.8	781	7.1	961
	M-F	20:00	Forbidden Fruit	7 320	8.0	915	9.8	747	9.4	781	7.6	961
	M-F	21:00	Dear Heirs (re-run)	5 490	6.0	915	7.3	747	7.0	781	5.7	961
	M-F	22:00	The Comedians and Friends (re-run)	5 490	6.0	915	7.3	747	7.0	781	5.7	961
	M-F	23:00	Late News	4 118	4.5	915	5.5	747	5.3	781	4.3	961
	M-F	23:30	Series	3 203	3.5	915	4.3	747	4.1	781	3.3	961
	M-F	0:00	Series	1 152	2.0	576	2.3	506	2.1	538	2.0	570
	M-F	1:00	Series	864	1.5	576	1.7	506	1.6	538	1.5	570
	M-F	2:00	Night Program	275	1.0	275	1.3	220	1.1	241	1.0	269

	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	686	1.0	686	1.3	517	1.2	591	1.0	691
	Sa	6:30	Documentary	686	1.0	686	1.3	517	1.2	591	1.0	691
14.08.2021	Sa	7:00	Documentary	686	1.0	686	1.3	517	1.2	591	1.0	691
	Sa	7:30	Friends	1 029	1.5	686	2.0	517	1.7	591	1.5	691
	Sa	8:00	The Best of This Saturday	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Sa	11:00	The Best of Cool-T	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Sa	12:00	12 o'clock News	2 401	3.5	686	4.6	517	4.1	591	3.5	691
	Sa	12:30	Movie	2 058	3.0	686	4.0	517	3.5	591	3.0	691
28.08.2021	Sa	15:00	bTV Vacation: Animated movie	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Sa	16:30	Movie	2 401	3.5	686	4.6	517	4.1	591	3.5	691
	Sa	17:00	Movie	2 723	3.5	778	4.5	607	4.0	677	3.5	789
	Sa	19:00	News Hour	6 863	7.5	915	9.2	747	8.8	781	7.1	961
	Sa	20:00	Movie	6 405	7.0	915	8.6	747	8.2	781	6.7	961
	Sa	22:30	Movie	3 203	3.5	915	4.3	747	4.1	781	3.3	961
	Sa	1:00	Movie	864	1.5	576	1.7	506	1.6	538	1.5	570
	Sa	2:00	Night Program	275	1.0	275	1.3	220	1.1	241	1.0	269

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	686	1.0	686	1.3	517	1.2	591	1.0	691
	Su	6:30	Documentary	686	1.0	686	1.3	517	1.2	591	1.0	691
15.08.2021	Su	7:00	Documentary	686	1.0	686	1.3	517	1.2	591	1.0	691
	Su	7:30	Friends	1 029	1.5	686	2.0	517	1.7	591	1.5	691
	Su	8:00	The Best of This Sunday	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Su	11:00	Wanted (re-run)	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Su	12:00	12 o'clock News	2 401	3.5	686	4.6	517	4.1	591	3.5	691
	Su	12:30	Series	2 401	3.5	686	4.6	517	4.1	591	3.5	691
	Su	13:00	Movie	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Su	15:00	bTV Vacation: Animated movie	2 058	3.0	686	4.0	517	3.5	591	3.0	691
	Su	17:00	The Best of 120 Minutes	3 890	5.0	778	6.4	607	5.7	677	4.9	789
	Su	19:00	News Hour	6 863	7.5	915	9.2	747	8.8	781	7.1	961
	Su	20:00	Movie	6 405	7.0	915	8.6	747	8.2	781	6.7	961
	Su	22:30	Movie	3 203	3.5	915	4.3	747	4.1	781	3.3	961
	Su	0:30	Movie	864	1.5	576	1.7	506	1.6	538	1.5	570
	Su	2:00	Night Program	275	1.0	275	1.3	220	1.1	241	1.0	269



Media Group

Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Aug 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	216	179	265	31	10
Prime Access	301	371	406	49	10
Prime Time	675	765	634	91	33
Late Fringe	265	280	285	47	10
Night Time			59		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
	316	355	362	59	33

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	0.48	0.54	0.55	0.09	0.05
All 15-64	0.61	0.69	0.70	0.11	0.06
Women 25-54	0.55	0.62	0.63	0.10	0.06
Men 18-49	0.47	0.53	0.54	0.09	0.05

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.



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).