



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

Rate Card bTV  
Valid from Aug 01 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 245	Night Program 245	Night Program 245	Night Program 245	Night Program 245	Cartoons 612	Cartoons 612	6:00
6:30	The Comedians and Friends (re-run) 1224	The Comedians and Friends (re-run) 1224	The Comedians and Friends (re-run) 1224	The Comedians and Friends (re-run) 1224	The Comedians and Friends (re-run) 1224	Documentary	Documentary	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	612	612	7:00
7:30						Friends 918	Friends 918	7:30
8:00						The Best of This Saturday	The Best of This Sunday	8:00
8:30								8:30
9:00								9:00
9:30	The Best of The Late Morning Show 1836	The Best of The Late Morning Show 1836	The Best of The Late Morning Show 1836	The Best of The Late Morning Show 1836	The Best of The Late Morning Show 1836			9:30
10:00								10:00
10:30								10:30
11:00								11:00
11:30						The Best of Cool-T 1836	Wanted (re-run) 1836	11:30
12:00	News 2142	News 2142	News 2142	News 2142	News 2142	News 2142	News 2448	12:00
12:30	The Late Night Show /re-run/ 1836	The Late Night Show /re-run/ 1836	The Late Night Show /re-run/ 1836	The Late Night Show /re-run/ 1836	The Late Night Show /re-run/ 1836	Treasures of Bulgaria 1836	Series 2142	12:30
13:00						Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30								14:30
15:00								15:00
15:30	Series	Series	Series	Series	Series	bTV Vacation: Animated Movie 1530	bTV Vacation: Animated Movie 1530	15:30
16:00								16:00
16:30	Series 1530	Series 1530	Series 1530	Series 1530	Series 1530	1836	1836	16:30
17:00	News 2429	News 2429	News 2429	News 2429	News 2429	Movie	The Best of 120 Minutes	17:00
17:30	The Comedians and Friends (re-run) 2429	The Comedians and Friends (re-run) 2429	The Comedians and Friends (re-run) 2429	The Comedians and Friends (re-run) 2429	The Comedians and Friends (re-run) 2429			17:30
18:00	Series	Series	Series	Series	Series			18:00
18:30	Series 2429	Series 2429	Series 2429	Series 2429	Series 2429			18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	6936	6936	6936	6936	6936	5304	6120	19:30
20:00	Evermore 6936	Evermore 6936	Evermore 6936	Evermore 6936	Evermore 6936	Movie	Movie	20:00
20:30								20:30
21:00	Series	Series	Series	Series	Series			21:00
21:30								21:30
22:00	4896	4896	4896	4896	4896	4896	4896	22:00
22:30	The Good Doctor	The Good Doctor	The Good Doctor	The Good Doctor	The Good Doctor			22:30
23:00	4896	4896	4896	4896	4896			23:00
23:30	Late News 3264	Late News 3264	Late News 3264	Late News 3264	Late News 3264			23:30
0:00	Series	Series	Series	Series	Series			0:00
0:30	1028	1028	1028	1028	1028	3264		0:30
1:00	Series 771	Series 771	Series 771	Series 771	Series 771	Movie	Movie	1:00
1:30	Series 771	Series 771	Series 771	Series 771	Series 771			1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	245	245	245	245	245	245	245	6:00



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On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49		
					RTG	CPP	RTG	CPP	RTG	CPP	
03.08.2020	M-F	6:30	The Comedians and Friends (re-run)	1224	2.0	612	2.5	492	2.0	608	
	M-F	7:00	Morning Show	1836	3.0	612	3.7	492	3.0	608	
	M-F	9:30	The Best of The Late Morning Show	1224	2.0	612	2.5	492	2.0	608	
	M-F	12:00	12 o'clock News	2142	3.5	612	4.4	492	3.5	608	
	M-F	12:30	The Late Night Show (re-run)	1836	3.0	612	3.7	492	3.0	608	
	M-F	13:30	Series	1530	2.5	612	3.1	492	2.5	608	
	M-F	15:30	Series	1530	2.5	612	3.1	492	2.5	608	
	M-F	17:00	17 o'clock News	2429	3.5	694	4.2	575	3.5	699	
	03.08.2020	M-F	17:30	The Comedians and Friends (re-run)	2429	3.5	694	4.2	575	3.5	699
		M-F	18:00	Series	2429	3.5	694	4.2	575	3.5	699
M-F		19:00	News Hour	6936	8.5	816	10.1	685	8.4	829	
M-F		20:00	Evermore	6936	8.5	816	10.1	685	8.4	829	
M-F		21:00	Series	4896	6.0	816	7.1	685	5.9	829	
M-F		22:30	The Good Doctor	4896	6.0	816	7.1	685	5.9	829	
M-F		23:30	Late News	3264	4.0	816	4.8	685	3.9	829	
M-F		0:00	Series	1028	2.0	514	2.1	483	2.1	481	
M-F		1:00	Series	771	1.5	514	1.6	483	1.6	481	
M-F		1:30	Series	771	1.5	514	1.6	483	1.6	481	
M-F	2:00	Night Program	245	1.0	245	1.2	203	1.0	248		

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	612	1.0	612	1.2	492	1.0	608
	Sa	6:30	Documentary	612	1.0	612	1.2	492	1.0	608
	Sa	7:30	Friends	918	1.5	612	1.9	492	1.5	608
	Sa	8:00	The Best of This Saturday	1836	3.0	612	3.7	492	3.0	608
	Sa	11:00	The Best of Cool-T	1836	3.0	612	3.7	492	3.0	608
	Sa	12:00	12 o'clock News	2142	3.5	612	4.4	492	3.5	608
	Sa	12:30	Treasures of Bulgaria	1836	3.0	612	3.7	492	3.0	608
	Sa	13:00	Movie	1836	3.0	612	3.7	492	3.0	608
	Sa	15:00	bTV Vacation: Animated Movie	1836	3.0	612	3.7	492	3.0	608
22.08.2020	Sa	16:30	Movie	2142	3.5	612	4.4	492	3.5	608
	Sa	17:00	Movie	2429	3.5	694	4.2	575	3.5	699
	Sa	19:00	News Hour	5304	6.5	816	7.7	685	6.4	829
	Sa	20:00	Movie	4896	6.0	816	7.1	685	5.9	829
	Sa	22:00	Movie	3264	4.0	816	4.8	685	3.9	829
	Sa	0:30	Movie	771	1.5	514	1.6	483	1.6	481
	Sa	2:00	Night Program	245	1.0	245	1.2	203	1.0	248

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	612	1.0	612	1.2	492	1.0	608
	Su	6:30	Documentary	612	1.0	612	1.2	492	1.0	608
	Su	7:30	Friends	918	1.5	612	1.9	492	1.5	608
	Su	8:00	The Best of This Sunday	1836	3.0	612	3.7	492	3.0	608
	Su	11:00	Wanted (re-run)	1836	3.0	612	3.7	492	3.0	608
	Su	12:00	12 o'clock News	2448	4.0	612	5.0	492	4.0	608
	Su	12:30	Series	2142	3.5	612	4.4	492	3.5	608
	Su	13:00	Movie	1836	3.0	612	3.7	492	3.0	608
	Su	15:00	bTV Vacation: Animated Movie	1836	3.0	612	3.7	492	3.0	608
	Su	17:00	The Best of 120 Minutes	2776	4.0	694	4.8	575	4.0	699
	Su	19:00	News Hour	6120	7.5	816	8.9	685	7.4	829
	Su	20:00	Movie	5712	7.0	816	8.3	685	6.9	829
	Su	22:00	Movie	4080	5.0	816	6.0	685	4.9	829
	Su	0:00	Movie	1028	2.0	514	2.1	483	2.1	481
	Su	2:00	Night Program	245	1.0	245	1.2	203	1.0	248



**Media Group**

**Rate Card for the Thematic TV Channels of BTV Media Group EAD  
Valid from Aug 01 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	187	138	204	44	10
Prime Access	281	312	337	50	19
Prime Time	771	800	580	95	51
Late Fringe	241	213	227	51	28
Night Time	-	-	48	-	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
	305	270	276	41	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	0.52	0.46	0.47	0.07	0.02
Women 25-54	0.63	0.55	0.57	0.08	0.02
Men 18-49	0.52	0.46	0.47	0.07	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