



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

Rate Card bTV
Valid from Sep 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) 1728	Face to Face (re-run) 1728	Face to Face (re-run) 1728	Face to Face (re-run) 1728	Face to Face (re-run) 1728	Documentary 864	Documentary 864	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			7:00
7:30	3456	3456	3456	3456	3456	Friends 1296	Friends 1296	7:30
8:00						This Saturday	This Sunday	8:00
8:30	3024	3024	3024	3024	3024	3024	3456	8:30
9:00								Late Morning Show
9:30	3024	3024	3024	3024	3024	3024	3888	9:30
10:00								News
10:30	The Late Night Show /re-run/ 3024	The Late Night Show /re-run/ 3024	The Late Night Show /re-run/ 3024	The Late Night Show /re-run/ 3024	The Late Night Show /re-run/ 3024	Treasures of Bulgaria 3024	Series 3456	10:30
11:00	3024	3024	3024	3024	3024	3024	3024	11:00
11:30								Series
12:00	3024	3024	3024	3024	3024	3024	3024	12:00
12:30								Series
13:00	3024	3024	3024	3024	3024	3024	3024	13:00
13:30								Series
14:00	3024	3024	3024	3024	3024	3024	3024	14:00
14:30								Series
15:00	3024	3024	3024	3024	3024	3024	3024	15:00
15:30								Series
16:00	3024	3024	3024	3024	3024	3024	3024	16:00
16:30								Series
17:00	News 4895	News 4895	News 4895	News 4895	News 4895	News 4895	News 4895	17:00
17:30	Face to face 5385	Face to face 5385	Face to face 5385	Face to face 5385	Face to face 5385	Face to face 5385	Face to face 5385	17:30
18:00	5385	5385	5385	5385	5385	5385	5385	18:00
18:30								Series
19:00	10944	10944	10944	10944	10944	10944	10944	19:00
19:30								News
20:00	11520	11520	11520	11520	11520	11520	11520	20:00
20:30								Evermore
21:00	13824	13824	13824	13824	13824	13824	13824	21:00
21:30								The Farm
22:00	8640	8640	8640	8640	8640	8640	8640	22:00
22:30								The Late Night Show
23:00	5760	5760	5760	5760	5760	5760	5760	23:00
23:30								Late News
0:00	2178	2178	2178	2178	2178	2178	2178	0:00
0:30								Series
1:00	1452	1452	1452	1452	1452	1452	1452	1:00
1:30								Series
2:30	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	2:30
6:00	346	346	346	346	346	346	346	6:00



Rate Card bTV
Valid from Sep 1 2020

On/From	Day	Time	Program	Price30 ^u	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
07.09. & 22.09.2020	M-F	6:00	Cartoons	864	1.0	864	1.2	695	1.0	858
	M-F	6:30	The Comedians and Friends (re-run)	1728	2.0	864	2.5	695	2.0	858
09.09.2020	M-F	6:30	Face To Face (re-run)	1728	2.0	864	2.5	695	2.0	858
	M-F	7:00	Morning Show	3456	4.0	864	5.0	695	4.0	858
	M-F	9:30	The Best of The Late Morning Show	3024	3.5	864	4.4	695	3.5	858
07.09.2020	M-F	9:30	The Late Morning Show	3024	3.5	864	4.4	695	3.5	858
	M-F	12:00	12 o'clock News	3024	3.5	864	4.4	695	3.5	858
	M-F	12:30	The Late Night Show (re-run)	3024	3.5	864	4.4	695	3.5	858
07.09.2020	M	12:30	Concert Bourgas and the Sea 2019	2592	3.0	864	3.7	695	3.0	858
22.09.2020	T	12:30	Concert Orlin Pavlov from Plovdiv 2019	2592	3.0	864	3.7	695	3.0	858
	M-F	13:30	Series	3024	3.5	864	4.4	695	3.5	858
07.09. & 22.09.2020	M;T	14:30	Movie	3024	3.5	864	4.4	695	3.5	858
	M-F	15:30	Series	3024	3.5	864	4.4	695	3.5	858
07.09.2020	M	16:30	Movie	3888	4.5	864	5.6	695	4.5	858
22.09.2020	T	16:30	Alaminate	3888	4.5	864	5.6	695	4.5	858
22.09.2020	T	17:00	Movie	4406	4.5	979	5.4	811	4.5	987
	M-F	17:00	17 o'clock News	4895	5.0	979	6.0	811	5.0	987
	M-F	17:30	The Comedians and Friends (re-run)	4895	5.0	979	6.0	811	5.0	987
08.09.2020	M-F	17:30	Face To Face	5385	5.5	979	6.6	811	5.5	987
	M-F	18:00	Series	5385	5.5	979	6.6	811	5.5	987
	M-F	19:00	News Hour	10944	9.5	1152	11.3	967	9.3	1171
	M-F	20:00	Evermore	11520	10.0	1152	11.9	967	9.8	1171
07.09.2020	M	20:00	The Farm	13824	12.0	1152	14.3	967	11.8	1171
22.09.2020	T	20:00	History Untold: The Batenberg Mausoleum	9216	8.0	1152	9.5	967	7.9	1171
01.09.2020	M-F	21:00	Series	9216	8.0	1152	9.5	967	7.9	1171
08.09.2020	M-F	21:00	The Farm	13824	12.0	1152	14.3	967	11.8	1171
02.09. - 04.09.2020	W-F	21:00	Movie	9216	8.0	1152	9.5	967	7.9	1171
01.09.2020	M	22:30	True stories (re-run)	8064	7.0	1152	8.3	967	6.9	1171
07.09.2020	M-F	22:30	The Late Night Show	8640	7.5	1152	8.9	967	7.4	1171
	M-F	23:30	Late News	5760	5.0	1152	6.0	967	4.9	1171
	M-F	0:00	Series	2178	3.0	726	3.2	682	3.2	679
	M-F	1:00	Series	1452	2.0	726	2.1	682	2.1	679
01.09. - 03.09.2020	M-F	1:30	Series	1089	1.5	726	1.6	682	1.6	679
	M-F	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

	Day	Time	Program	Price30 ^u	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	1296	1.5	864	1.9	695	1.5	858
	Sa	8:00	This Saturday	3024	3.5	864	4.4	695	3.5	858
	Sa	11:00	The Best of Cool-T	2592	3.0	864	3.7	695	3.0	858
12.09.2020	Sa	11:00	Cool-T	3024	3.5	864	4.4	695	3.5	858
	Sa	12:00	12 o'clock News	3888	4.5	864	5.6	695	4.5	858
	Sa	12:30	Treasures of Bulgaria	3024	3.5	864	4.4	695	3.5	858
19.09.2020	Sa	12:30	Series	3024	3.5	864	4.4	695	3.5	858
26.09.2020	Sa	12:30	The Unknown: The Children of The Other Bulgaria	3024	3.5	864	4.4	695	3.5	858
	Sa	13:00	Movie	3024	3.5	864	4.4	695	3.5	858
	Sa	15:00	Home Makeover (re-run)	3024	3.5	864	4.4	695	3.5	858
05.09.2020	Sa	16:00	Marmalade	3456	4.0	864	5.0	695	4.0	858
05.09.2020	Sa	18:00	Second Plan	4406	4.5	979	5.4	811	4.5	987
	Sa	19:00	News Hour	9216	8.0	1152	9.5	967	7.9	1171
05.09.2020	Sa	20:00	The Farm	15552	13.5	1152	16.1	967	13.3	1171
	Sa	22:00	Movie	6336	5.5	1152	6.6	967	5.4	1171
	Sa	0:30	Movie	1452	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	Price30 ^u	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	1296	1.5	864	1.9	695	1.5	858
	Su	8:00	This Sunday	3024	3.5	864	4.4	695	3.5	858
	Su	11:00	Wanted	3456	4.0	864	5.0	695	4.0	858
	Su	12:00	12 o'clock News	3888	4.5	864	5.6	695	4.5	858
	Su	12:30	Series	3456	4.0	864	5.0	695	4.0	858
27.09.2020	Su	12:30	Food Hunters	3456	4.0	864	5.0	695	4.0	858
	Su	13:00	Movie	3024	3.5	864	4.4	695	3.5	858
13.09.2020	Su	14:30	Alaminate	3024	3.5	864	4.4	695	3.5	858
	Su	15:00	Movie	3456	4.0	864	5.0	695	4.0	858
	Su	17:00	120 Minutes	4895	5.0	979	6.0	811	5.0	987
	Su	19:00	News Hour	10368	9.0	1152	10.7	967	8.9	1171
06.09.2020	Su	20:00	Movie	9216	8.0	1152	9.5	967	7.9	1171
13.09.2020	Su	20:00	MasterChef	12096	10.5	1152	12.5	967	10.3	1171
20.09.2020	Su	21:30	Paparazzi 2.0!	9792	8.5	1152	10.1	967	8.4	1171
	Su	22:30	Movie	5760	5.0	1152	6.0	967	4.9	1171
	Su	0:00	Movie	1452	2.0	726	2.1	682	2.1	679
	Su	2:00	Night Program	346	1.0	346	1.2	287	1.0	351



Media Group

**Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Sep 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
	340	406	431	75	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	0.41	0.49	0.52	0.09	0.02
Women 25-54	0.49	0.59	0.63	0.11	0.02
Men 18-49	0.41	0.49	0.52	0.09	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