



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

Rate Card bTV
Valid from Nov 1 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 389	Night Program 389	Night Program 389	Night Program 389	Night Program 389	Cartoons 972	Cartoons 972	6:00
6:30	Face to Face (re-run) 1944	Face to Face (re-run) 1944	Face to Face (re-run) 1944	Face to Face (re-run) 1944	Face to Face (re-run) 1944	Documentary	Documentary	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	1944	1944	7:00
7:30						Friends 1944	Friends 1944	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3888	3888	3888	3888	3888			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						3888	3888	10:30
11:00						Cool-T	Wanted	11:00
11:30	3402	3402	3402	3402	3402	3402	3888	11:30
12:00	News 3888	News 3888	News 3888	News 3888	News 3888	News 3888	News 4374	12:00
12:30	The Late Night Show /re-run/ 3402	The Late Night Show /re-run/ 3402	The Late Night Show /re-run/ 3402	The Late Night Show /re-run/ 3402	The Late Night Show /re-run/ 3402	The Unknown: The Children of The Other Bulgaria 3402	Food Hunters 4860	12:30
13:00						Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series		4860	13:30
14:00								14:00
14:30						3402	Alaminute 3888	14:30
15:00	2916	2916	2916	2916	2916	Home Makeover (re-run) 3402	Movie	15:00
15:30	Series	Series	Series	Series	Series			15:30
16:00						Marmalade		16:00
16:30	2916	2916	2916	2916	2916		5346	16:30
17:00	News 5510	News 5510	News 5510	News 5510	News 5510		120 Minutes	17:00
17:30	Face to face 5510	Face to face 5510	Face to face 5510	Face to face 5510	Face to face 5510	4374		17:30
18:00	Series	Series	Series	Series	Series	Second plan		18:00
18:30	7714	7714	7714	7714	7714	6061	7714	18:30
19:00	News 14904	News 14904	News 14904	News 14904	News 14904	News 12312	News 14904	19:00
19:30	Evermore	Evermore	Evermore	Evermore	Evermore	The Farm	MasterChef	19:30
20:00								20:00
20:30	13608	13608	13608	13608	13608			20:30
21:00	The Farm	The Farm	The Farm	The Farm	The Farm		14904	21:00
21:30						18144	Paparazzi 2.0	21:30
22:00	15552	15552	15552	15552	15552	Movie	12312	22:00
22:30	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show		Movie	22:30
23:00	9720	9720	9720	9720	9720			23:00
23:30	Late News 7128	Late News 7128	Late News 7128	Late News 7128	Late News 7128			23:30
0:00	Series	Series	Series	Series	Series	6480		0:00
0:30	3268	3268	3268	3268	3268	Movie	6480	0:30
1:00	Series	Series	Series	Series	Series		Movie	1:00
1:30	1634	1634	1634	1634	1634	1634	1226	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	389	389	389	389	389	389	389	6:00



Rate Card bTV
Valid from Nov 1 2020

On/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)	1944	2.0	972	2.5	782	2.0	966
	M-F	7:00	Morning Show	3888	4.0	972	5.0	782	4.0	966
	M-F	9:30	The Late Morning Show	3402	3.5	972	4.4	782	3.5	966
	M-F	12:00	12 o'clock News	3888	4.0	972	5.0	782	4.0	966
	M-F	12:30	The Late Night Show (re-run)	3402	3.5	972	4.4	782	3.5	966
	M-F	13:30	Series	2916	3.0	972	3.7	782	3.0	966
23.11.2020	M-F	15:00	Series	2916	3.0	972	3.7	782	3.0	966
	M-F	15:30	Series	2916	3.0	972	3.7	782	3.0	966
23.11.2020	M-F	16:00	Series	2916	3.0	972	3.7	782	3.0	966
	M-F	17:00	17 o'clock News	5510	5.0	1102	6.0	913	5.0	1111
	M-F	17:30	Face To Face	5510	5.0	1102	6.0	913	5.0	1111
	M-F	18:00	Series	7714	7.0	1102	8.4	913	6.9	1111
	M-F	19:00	News Hour	14904	11.5	1296	13.7	1088	11.3	1317
	M-F	20:00	Evermore	13608	10.5	1296	12.5	1088	10.3	1317
	M-F	21:00	The Farm	15552	12.0	1296	14.3	1088	11.8	1317
	M-F	22:30	The Late Night Show	9720	7.5	1296	8.9	1088	7.4	1317
	M-F	23:30	Late News	7128	5.5	1296	6.6	1088	5.4	1317
	M-F	0:00	Series	3268	4.0	817	4.3	768	4.3	764
	M-F	1:00	Series	1634	2.0	817	2.1	768	2.1	764
	M-F	2:00	Night Program	389	1.0	389	1.2	323	1.0	394

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	972	1.0	972	1.2	782	1.0	966
	Sa	6:30	Documentary	1944	2.0	972	2.5	782	2.0	966
	Sa	7:30	Friends	1944	2.0	972	2.5	782	2.0	966
	Sa	8:00	This Saturday	3888	4.0	972	5.0	782	4.0	966
	Sa	11:00	Cool-T	3402	3.5	972	4.4	782	3.5	966
	Sa	12:00	12 o'clock News	3888	4.0	972	5.0	782	4.0	966
	Sa	12:30	The Unknown: The Children of The Other Bulgaria	3402	3.5	972	4.4	782	3.5	966
	Sa	13:00	Movie	3402	3.5	972	4.4	782	3.5	966
	Sa	15:00	Home Makeover (re-run)	3402	3.5	972	4.4	782	3.5	966
	Sa	16:00	Marmalade	4374	4.5	972	5.6	782	4.5	966
	Sa	18:00	Second Plan	6061	5.5	1102	6.6	913	5.5	1111
	Sa	19:00	News Hour	12312	9.5	1296	11.3	1088	9.3	1317
	Sa	20:00	The Farm	18144	14.0	1296	16.7	1088	13.8	1317
	Sa	22:00	Movie	6480	5.0	1296	6.0	1088	4.9	1317
	Sa	0:30	Movie	1634	2.0	817	2.1	768	2.1	764
	Sa	2:00	Night Program	389	1.0	389	1.2	323	1.0	394

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	972	1.0	972	1.2	782	1.0	966
	Su	6:30	Documentary	1944	2.0	972	2.5	782	2.0	966
	Su	7:30	Friends	1944	2.0	972	2.5	782	2.0	966
	Su	8:00	This Sunday	3888	4.0	972	5.0	782	4.0	966
	Su	11:00	Wanted	3888	4.0	972	5.0	782	4.0	966
	Su	12:00	12 o'clock News	4374	4.5	972	5.6	782	4.5	966
	Su	12:30	Food Hunters	4860	5.0	972	6.2	782	5.0	966
	Su	13:00	Movie	4860	5.0	972	6.2	782	5.0	966
	Su	14:30	Alaminate	3888	4.0	972	5.0	782	4.0	966
	Su	15:00	Movie	5346	5.5	972	6.8	782	5.5	966
15.11.2020	Su	15:00	Home Makeover (re-run)	3402	3.5	972	4.4	782	3.5	966
15.11.2020	Su	16:00	Manager of The Year 2020	7776	8.0	972	9.9	782	8.0	966
	Su	17:00	120 Minutes	7714	7.0	1102	8.4	913	6.9	1111
	Su	19:00	News Hour	14904	11.5	1296	13.7	1088	11.3	1317
	Su	20:00	MasterChef	14904	11.5	1296	13.7	1088	11.3	1317
	Su	21:30	Paparazzi 2.0!	12312	9.5	1296	11.3	1088	9.3	1317
	Su	22:30	Movie	6480	5.0	1296	6.0	1088	4.9	1317
	Su	1:00	Movie	1226	1.5	817	1.6	768	1.6	764
	Su	2:00	Night Program	389	1.0	389	1.2	323	1.0	394



Media Group

**Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Nov 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	298	219	324	70	10
Prime Access	446	496	535	79	30
Prime Time	1224	1271	921	152	82
Late Fringe	383	339	361	81	44
Night Time	-	-	77	-	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
	373	382	457	93	19

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	0.40	0.41	0.49	0.10	0.02
Women 25-54	0.48	0.49	0.59	0.12	0.02
Men 18-49	0.40	0.41	0.49	0.10	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