



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

Rate Card bTV  
Valid from Dec 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 1728	Cartoons 1728	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 1728	Documentary 1728	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			Friends 2160
7:30	Morning Show 3456	Morning Show 3456	Morning Show 3456	Morning Show 3456	Morning Show 3456	This Saturday 3888	This Sunday 3888	7:30
8:00								8:00
8:30	Late Morning Show 3024	Late Morning Show 3024	Late Morning Show 3024	Late Morning Show 3024	Late Morning Show 3024	Cool-T 3024	Wanted 3888	8:30
9:00								9:00
9:30	News 3888	News 3888	News 3888	News 3888	News 3888	News 3888	News 3888	9:30
10:00								10:00
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	The Unfamiliar 3456	Food Hunters 4752	10:30
11:00								11:00
11:30	Series 2592	Series 2592	Series 2592	Series 2592	Series 2592	Movie 3888	Movie 3888	11:30
12:00								12:00
12:30	Series 2592	Series 2592	Series 2592	Series 2592	Series 2592	Home Makeover (re-run) 3024	Movie 3456	12:30
13:00								13:00
13:30	Series 2592	Series 2592	Series 2592	Series 2592	Series 2592	Marmalade 3888	120 Minutes 3888	13:30
14:00								14:00
14:30	News 5385	News 5385	News 5385	News 5385	News 5385	Second plan 3888	7343	14:30
15:00								15:00
15:30	Face to face 5874	Face to face 5874	Face to face 5874	Face to face 5874	Face to face 5874	News 6853	News 6853	15:30
16:00								16:00
16:30	Series 6853	Series 6853	Series 6853	Series 6853	Series 6853	News 13824	News 13824	16:30
17:00								17:00
17:30	Evermore 12096	Evermore 12096	Evermore 12096	Evermore 12096	Evermore 12096	The Farm 16704	MasterChef 13248	17:30
18:00								18:00
18:30	The Farm 13824	The Farm 13824	The Farm 13824	The Farm 13824	The Farm 13824	Movie 10944	Paparazzi 2.0 10944	18:30
19:00								19:00
19:30	The Late Night Show 8640	The Late Night Show 8640	The Late Night Show 8640	The Late Night Show 8640	The Late Night Show 8640	The Late Night Show 8640	Movie 8064	19:30
20:00								20:00
20:30	Late News 6912	Late News 6912	Late News 6912	Late News 6912	Late News 6912	Late News 6912	Movie 8064	20:30
21:00								21:00
21:30	Series 2178	Series 2178	Series 2178	Series 2178	Series 2178	Series 2178	Movie 8064	21:30
22:00								22:00
22:30	Series 1089	Series 1089	Series 1089	Series 1089	Series 1089	Series 1089	Night Program 346	22:30
23:00								23:00
23:30	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	23:30
0:00								0:00
0:30	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	0:30
1:00								1:00
1:30	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	1:30
2:00								2:00
6:00	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Night Program 346	Cartoons 1728	Cartoons 1728	6:00



**Rate Card bTV**  
Valid from Dec 1 2020

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
24.12.,25.12.,28.12.2020	T;F;M	6:30	Animation	1 728	2.0	864	2.5	695	2.0	858
	M-F	6:30	Face To Face (re-run)	1 728	2.0	864	2.5	695	2.0	858
	M-F	7:00	Morning Show	3 456	4.0	864	5.0	695	4.0	858
	M-F	9:30	The Late Morning Show	3 024	3.5	864	4.4	695	3.5	858
	M-F	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
	M-F	12:30	The Late Night Show (re-run)	3 024	3.5	864	4.4	695	3.5	858
24.12.2020	TR	12:30	Food Hunters Christmas Special	4 752	5.5	864	6.8	695	5.5	858
25.12. & 28.12.2020	F;M	12:30	Movie	3 888	4.5	864	5.6	695	4.5	858
	M-F	13:30	Series	2 592	3.0	864	3.7	695	3.0	858
24.12.2020	TR	13:30	Movie	3 888	4.5	864	5.6	695	4.5	858
28.12.2020	M	14:00	Movie	3 888	4.5	864	5.6	695	4.5	858
25.12.2020	F	14:30	Movie	3 888	4.5	864	5.6	695	4.5	858
	M-F	15:00	Series	2 592	3.0	864	3.7	695	3.0	858
24.12. & 28.12.2020	TR;M	15:30	Movie	3 888	4.5	864	5.6	695	4.5	858
	M-F	16:00	Series	2 592	3.0	864	3.7	695	3.0	858
25.12.2020	F	16:30	Movie	4 752	5.5	864	6.8	695	5.5	858
	M-F	17:00	17 o'clock News	5 385	5.5	979	6.6	811	5.5	987
24.12.-31.12.2020	M-F	17:00	Movie	5 385	5.5	979	6.6	811	5.5	987
	M-F	17:30	Face To Face	5 874	6.0	979	7.2	811	6.0	987
	M-F	18:00	Series	6 853	7.0	979	8.5	811	6.9	987
	M-F	19:00	News Hour	13 824	12.0	1152	14.3	967	11.8	1171
	M-F	20:00	Evermore	12 096	10.5	1152	12.5	967	10.3	1171
14.12.2020	M-F	20:00	Movie	12 096	10.5	1152	12.5	967	10.3	1171
25.12.2020	F	20:00	The Bulgarian Christmas Charity Concert	12 096	10.5	1152	12.5	967	10.3	1171
31.12.2020	TR	20:00	New Year Special Part 1	12 096	10.5	1152	12.5	967	10.3	1171
	M-F	21:00	The Farm	13 824	12.0	1152	14.3	967	11.8	1171
21.12.2020	M-F	22:00	The Comedians and Friends	10 944	9.5	1152	11.3	967	9.3	1171
31.12.2020	TR	22:00	New Year Special Part 2	12 096	10.5	1152	12.5	967	10.3	1171
	M-F	22:30	The Late Night Show	8 640	7.5	1152	8.9	967	7.4	1171
	M-F	23:30	Late News	6 912	6.0	1152	7.1	967	5.9	1171
24.12. & 25.12.2020	TR;F	23:30	Two and a Half Men	6 912	6.0	1152	7.1	967	5.9	1171
31.12.2020	TR	0:00	Concert	3 993	5.5	726	5.9	682	5.9	679
	M-F	0:00	Series	2 178	3.0	726	3.2	682	3.2	679
	M-F	1:00	Series	1 089	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	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	1 728	2.0	864	2.5	695	2.0	858
	Sa	6:30	Documentary	1 728	2.0	864	2.5	695	2.0	858
	Sa	7:30	Friends	2 160	2.5	864	3.1	695	2.5	858
	Sa	8:00	This Saturday	3 888	4.5	864	5.6	695	4.5	858
	Sa	11:00	Cool-T	3 024	3.5	864	4.4	695	3.5	858
	Sa	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
	Sa	12:30	The Unfamiliar	3 456	4.0	864	5.0	695	4.0	858
19.12.2020	Sa	12:30	Series	3 024	3.5	864	4.4	695	3.5	858
	Sa	13:00	Movie	3 888	4.5	864	5.6	695	4.5	858
	Sa	15:00	Home Makeover (re-run)	3 024	3.5	864	4.4	695	3.5	858
26.12.2020	Sa	15:00	Movie DNK	3 888	4.5	864	5.6	695	4.5	858
	Sa	16:00	Marmalade	3 888	4.5	864	5.6	695	4.5	858
	Sa	18:00	Second Plan	6 853	7.0	979	8.5	811	6.9	987
26.12.2020	Sa	18:00	News of the Year	9 790	10.0	979	12.1	811	9.9	987
	Sa	19:00	News Hour	13 248	11.5	1152	13.7	967	11.3	1171
	Sa	20:00	The Farm	16 704	14.5	1152	17.3	967	14.3	1171
19.12.2020	Sa	20:00	Movie	12 096	10.5	1152	12.5	967	10.3	1171
	Sa	22:00	Movie	8 064	7.0	1152	8.3	967	6.9	1171
	Sa	0:30	Movie	2 178	3.0	726	3.2	682	3.2	679
	Sa	2:00	Night Program	346	1.0	346	1.2	287	1.0	351

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	1 728	2.0	864	2.5	695	2.0	858
	Su	6:30	Documentary	1 728	2.0	864	2.5	695	2.0	858
	Su	7:30	Friends	2 160	2.5	864	3.1	695	2.5	858
	Su	8:00	This Sunday	3 888	4.5	864	5.6	695	4.5	858
	Su	11:00	Wanted	3 888	4.5	864	5.6	695	4.5	858
	Su	12:00	12 o'clock News	3 888	4.5	864	5.6	695	4.5	858
	Su	12:30	Food Hunters	4 752	5.5	864	6.8	695	5.5	858
27.12.2020	Su	12:30	Series	3 888	4.5	864	5.6	695	4.5	858
	Su	13:00	Movie	3 888	4.5	864	5.6	695	4.5	858
	Su	14:30	Alaminute	3 456	4.0	864	5.0	695	4.0	858
	Su	15:00	Movie	3 888	4.5	864	5.6	695	4.5	858
	Su	17:00	120 Minutes	7 343	7.5	979	9.1	811	7.4	987
	Su	19:00	News Hour	13 248	11.5	1152	13.7	967	11.3	1171
	Su	20:00	MasterChef	13 248	11.5	1152	13.7	967	11.3	1171
13.12.2020	Su	20:00	Movie	12 096	10.5	1152	12.5	967	10.3	1171
	Su	21:30	Paparazzi 2.0!	10 944	9.5	1152	11.3	967	9.3	1171
13.12.2020	Su	22:30	Paparazzi 2.0!	10 944	9.5	1152	11.3	967	9.3	1171
	Su	22:30	Movie	8 064	7.0	1152	8.3	967	6.9	1171
13.12.2020	Su	23:30	Movie	4 608	4.0	1152	4.8	967	3.9	1171
	Su	0:30	Movie	2 178	3.0	726	3.2	682	3.2	679
20.12.2020	Su	1:00	Movie	1 452	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 Dec 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
	389	356	481	66	41

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	0.47	0.43	0.58	0.08	0.05
Women 25-54	0.57	0.52	0.70	0.10	0.06
Men 18-49	0.47	0.43	0.59	0.08	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.



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