



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

Rate Card bTV  
Valid from Dec 1 2019

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 262	Night Program 262	Night Program 262	Night Program 262	Night Program 262	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	744	744	06:30
07:00						Two and a half men /07.12./	Two and a half men /01.12./	07:00
07:30						1 488	1 488	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00								09:00
09:30	Late Morning Show 2 976	Late Morning Show 2 976	Late Morning Show 2 976	Late Morning Show 2 976	Late Morning Show 2 976			09:30
10:00								10:00
10:30						2 604	2 976	10:30
11:00						Cool-T	Wanted	11:00
11:30	2 604	2 604	2 604	2 604	2 604	2 604	3 348	11:30
12:00	News 3 348	News 3 348	News 3 348	News 3 348	News 3 348	News 2 976	News 3 720	12:00
12:30	The Comedians and Friends RR	The Comedians and Friends RR	The Comedians and Friends RR	The Comedians and Friends RR	The Comedians and Friends RR	The Unfamiliar 2 604	Food Hunters 4 092	12:30
13:00	2 604	2 604	2 604	2 604	2 604	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	2 232	2 232	2 232	2 232	2 232	2 604	4 092	14:30
15:00	Series	Series	Series	Series	Series	The Best of The Voice Worldwide 2 604	Movie	15:00
15:30	2 232	2 232	2 232	2 232	2 232			15:30
16:00	Series	Series	Series	Series	Series	Marmalad		16:00
16:30	2 232	2 232	2 232	2 232	2 232		4 464	16:30
17:00	News 4 895	News 4 895	News 4 895	News 4 895	News 4 895		120 Minutes	17:00
17:30	Face to face 4 450	Face to face 4 450	Face to face 4 450	Face to face 4 450	Face to face 4 450			17:30
18:00	Series	Series	Series	Series	Series	Second Plan 3 348		18:00
18:30	6 230	6 230	6 230	6 230	6 230			18:30
19:00	News	News	News	News	News	News 6 230	News 6 675	19:00
19:30	12 576	12 576	12 576	12 576	12 576			19:30
20:00	Evermore	Evermore	Evermore	Evermore	Evermore	The Farm 11 528	Bulgaria's Got Talent 12 576	20:00
20:30	11 004	11 004	11 004	11 004	11 004			20:30
21:00	The Farm	The Farm	The Farm	The Farm	The Farm			21:00
21:30						15 196		21:30
22:00	12 576	12 576	12 576	12 576	12 576	Movie	16 768	22:00
22:30	The Comedians and Friends 8 384	The Comedians and Friends 8 384	The Comedians and Friends 8 384	Help 112 9 432	Help 112 9 432		Paparazzi /01.12./	22:30
23:00	Late News 6 288	Late News 6 288	Late News 6 288	Late News 6 288	Late News 6 288		11 528	23:00
23:30	Series	Series	Series	Series	Series	5 764	Movie	23:30
00:00	4 192	4 192	4 192	4 192	4 192	Movie		00:00
00:30	Series	Series	Series	Series	Series			00:30
01:00	1 258	1 258	1 258	1 258	1 258			01:00
01:30	Series 944	Series 944	Series 944	Series 944	Series 944			01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program 1 573	Night Program 4 192	02:00
06:00	262	262	262	262	262	262	262	06:00



**Rate Card bTV**  
Valid from Dec 12019

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	06:30	Morning Show	2 976	4.0	744	4.9	610	3.9	770
	M-F	09:30	Late Morning Show	2 604	3.5	744	4.3	610	3.4	770
	M-F	12:00	12 o'clock News	3 348	4.5	744	5.5	610	4.3	770
	M-F	12:30	The Comedians (re-run)	2 604	3.5	744	4.3	610	3.4	770
24.12.2019	Tue	12:30	Food Hunters Christmas Special	2 604	3.5	744	4.3	610	3.4	770
25.12.2019	Wed	12:30	Concert Veselin Marinov	2 604	3.5	744	4.3	610	3.4	770
26.12.2019	Thu	12:30	Concert Lubo Kirov	2 604	3.5	744	4.3	610	3.4	770
	M-F	13:30	Series	2 232	3.0	744	3.7	610	2.9	770
24.12.2019	Tue	13:30	Movie	2 604	3.5	744	4.3	610	3.4	770
25.12. & 26.12.2019	Wed-Thu	14:30	Movie	2 604	3.5	744	4.3	610	3.4	770
	M-F	15:00	Series	2 232	3.0	744	3.7	610	2.9	770
24.12.2019	Tue	15:00	Movie	2 604	3.5	744	4.3	610	3.4	770
	M-F	16:00	Series	2 232	3.0	744	3.7	610	2.9	770
25.12. & 26.12.2019	Wed-Thu	16:00	Movie	3 348	4.5	744	5.5	610	4.3	770
	M-F	17:00	17 o'clock News	4 895	5.5	890	6.7	726	5.1	956
23;24;27;30 & 31.12.2019	M-F	17:00	Movie	4 450	5.0	890	6.1	726	4.7	956
	M-F	17:30	Face to Face	4 450	5.0	890	6.1	726	4.7	956
	M-F	18:00	Series	6 230	7.0	890	8.6	726	6.5	956
25.12.2019	Wed	18:00	Movie	4 895	5.5	890	6.7	726	5.1	956
	M-F	19:00	News Hour	12 576	12.0	1048	15.1	832	10.9	1154
	M-F	20:00	Evermore	11 004	10.5	1048	13.2	832	9.5	1154
16.12.2019	M-F	20:00	Movie	9 432	9.0	1048	11.3	832	8.2	1154
31.12.2019	Tue	20:00	New Year Program	10 480	10.0	1048	12.6	832	9.1	1154
	M-F	21:00	The Farm	12 576	12.0	1048	15.1	832	10.9	1154
	M-W	22:30	The Comedians and Friends	8 384	8.0	1048	10.1	832	7.3	1154
	Th-F	22:30	Help 112	9 432	9.0	1048	11.3	832	8.2	1154
16.12.2019	M-F	22:30	Series	6 288	6.0	1048	7.6	832	5.4	1154
31.12.2019	Tue	22:30	New Year Program	10 480	10.0	1048	12.6	832	9.1	1154
	M-F	23:00	Late News	6 288	6.0	1048	7.6	832	5.4	1154
	M-F	23:30	Series	4 192	4.0	1048	5.0	832	3.6	1154
16.12.2019	M-F	23:30	Late News	6 288	6.0	1048	7.6	832	5.4	1154
16.12.2019	M-F	00:00	Series	1 887	3.0	629	3.4	556	3.3	576
31.12.2019	Tue	00:00	Coca Cola Concert	1 258	2.0	629	2.3	556	2.2	576
	M-F	00:30	Series	1 258	2.0	629	2.3	556	2.2	576
16.12.2019	M-F	01:00	Series	944	1.5	629	1.7	556	1.6	576
	M-F	01:30	Series	944	1.5	629	1.7	556	1.6	576
	M-F	02:00	Night Program	262	1.0	262	1.2	227	1.1	237

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	744	1.0	744	1.2	610	1.0	770
07.12.2019	Sa	07:00	Two and a half men	1 488	2.0	744	2.4	610	1.9	770
	Sa	08:00	This Saturday	2 604	3.5	744	4.3	610	3.4	770
28.12.2019	Sa	08:00	The Best of This Saturday	2 232	3.0	744	3.7	610	2.9	770
	Sa	11:00	Cool-T	2 604	3.5	744	4.3	610	3.4	770
28.12.2019	Sa	11:00	The Best of Cool-T	2 232	3.0	744	3.7	610	2.9	770
	Sa	12:00	12 o'clock News	2 976	4.0	744	4.9	610	3.9	770
	Sa	12:30	The Unfamiliar	2 604	3.5	744	4.3	610	3.4	770
	Sa	13:00	Movie	2 604	3.5	744	4.3	610	3.4	770
	Sa	15:00	The Best of The Voice Worldwide	2 604	3.5	744	4.3	610	3.4	770
14.12.2019	Sa	15:30	Alaminute	1 488	2.0	744	2.4	610	1.9	770
	Sa	16:00	Marmalade	3 348	4.5	744	5.5	610	4.3	770
	Sa	18:00	Second Plan	6 230	7.0	890	8.6	726	6.5	956
28.12.2019	Sa	18:00	News of The Year	8 900	10.0	890	12.3	726	9.3	956
	Sa	19:00	News Hour	11 528	11.0	1048	13.9	832	10.0	1154
	Sa	20:00	The Farm	15 196	14.5	1048	18.3	832	13.2	1154
21.12.2019	Sa	20:00	Movie	8 384	8.0	1048	10.1	832	7.3	1154
	Sa	22:00	Movie	5 764	5.5	1048	6.9	832	5.0	1154
	Sa	00:00	Movie	1 573	2.5	629	2.8	556	2.7	576
	Sa	02:00	Night Program	262	1.0	262	1.2	227	1.1	237

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Cartoons	744	1.0	744	1.2	610	1.0	770
01.12.2019	Su	07:00	Two and a half men	1 488	2.0	744	2.4	610	1.9	770
	Su	08:00	This Sunday	2 976	4.0	744	4.9	610	3.9	770
29.12.2019	Su	08:00	The Best of This Sunday	2 232	3.0	744	3.7	610	2.9	770
	Su	11:00	Wanted	3 348	4.5	744	5.5	610	4.3	770
	Su	12:00	12 o'clock News	3 720	5.0	744	6.1	610	4.8	770
	Su	12:30	Food Hunters	4 092	5.5	744	6.7	610	5.3	770
29.12.2019	Su	12:30	Hotel Eleon	3 348	4.5	744	5.5	610	4.3	770
	Su	13:00	Movie	4 092	5.5	744	6.7	610	5.3	770
	Su	15:00	Movie	4 464	6.0	744	7.3	610	5.8	770
	Su	17:00	120 Minutes	6 675	7.5	890	9.2	726	7.0	956
29.12.2019	Su	17:00	The Best of 120 Minutes	4 450	5.0	890	6.1	726	4.7	956
	Su	19:00	News Hour	12 576	12.0	1048	15.1	832	10.9	1154
	Su	20:00	Bulgaria's Got Talent	16 768	16.0	1048	20.2	832	14.5	1154
22.12.2019	Su	20:00	Movie	9 432	9.0	1048	11.3	832	8.2	1154
29.12.2019	Su	22:00	Movie	7 336	7.0	1048	8.8	832	6.4	1154
01.12.2019	Su	22:30	Paparazzi	11 528	11.0	1048	13.9	832	10.0	1154
	Su	23:30	Movie	4 192	4.0	1048	5.0	832	3.6	1154
29.12.2019	Su	00:00	Movie	1 573	2.5	629	2.8	556	2.7	576
	Su	02:00	Night Program	262	1.0	262	1.2	227	1.1	237

**Rate Card for the Thematic TV Channels of BTV Media Group EAD  
Valid from Dec 1 2019**

**30" spot prices (Client/Agency media planning) – in BGN, excl. VAT**

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	196	139	265	63	10
Prime Access	235	303	477	83	23
Prime Time	837	828	712	214	62
Late Fringe	246	214	224	101	21
Night Time			49		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
	418	364	391	75	27

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 2019. 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	0.61	0.53	0.57	0.11	0.04
Women 25-54	0.74	0.65	0.69	0.13	0.05
Men 18-49	0.59	0.51	0.55	0.11	0.04

**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 communication	Index to spot with the same length bTV	Index to spot with the same length TC	Max Lengths in Sec
Paid Report	75%	75%	120

Type of commercial communication	Index to 30" bTV	Index to 30" TC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	70%	100%	15
3"+4" Break IDs	110%	110%	7
3"+4" x Break Ids + VO	130%	130%	7
Content Split	130%	130%	10
Credit Split	120%	120%	10
Countdown	80%	100%	10
Skyscraper	80%	100%	10
Cut-in	80%	100%	10
Crawl	40%	100%	15
Branded Bug	60%	100%	10
Branded Promo-bug	60%	100%	10

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