



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

Rate Card bTV  
Valid from Jun 1 2021

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Cartoons 968	Cartoons 968	6:00
6:30						Documentary	Documentary	6:30
7:00						Friends 968	Friends 968	7:00
7:30						Friends 1936	Friends 1936	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3 388	3 388	3 388	3 388	3 388			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						3 388	3 388	10:30
11:00						Cool-T	Wanted	11:00
11:30	2 904	2 904	2 904	2 904	2 904	2 904	3 388	11:30
12:00	News 3 872	News 3 872	News 3 872	News 3 872	News 3 872	News 4 356	News 4 356	12:00
12:30	The Comedians and Friends /re-run/ 3 388	The Comedians and Friends /re-run/ 3 388	The Comedians and Friends /re-run/ 3 388	The Comedians and Friends /re-run/ 3 388	The Comedians and Friends /re-run/ 3 388	Treasures of Bulgaria 3 388	Series 3 388	12:30
13:00						Movie	Movie	13:00
13:30	The Late Night Show /re-run/ 3 388	The Late Night Show /re-run/ 3 388	The Late Night Show /re-run/ 3 388	The Late Night Show /re-run/ 3 388	The Late Night Show /re-run/ 3 388			13:30
14:00								14:00
14:30	Series	Series	Series	Series	Series	3 388	3 388	14:30
15:00						The Good Doctor (re-run)	Movie	15:00
15:30	2 904	2 904	2 904	2 904	2 904	3 388		15:30
16:00	Series	Series	Series	Series	Series	Marmalade		16:00
16:30	2 904	2 904	2 904	2 904	2 904		3 388	16:30
17:00	News	News	News	News	News		120 Minutes	17:00
17:30	Face to face 4 941	Face to face 4 941	Face to face 4 941	Face to face 4 941	Face to face 4 941	3 388		17:30
18:00	Series	Series	Series	Series	Series	Home Makeover (re-run)		18:00
18:30	5 490	5 490	5 490	5 490	5 490	4 941	6 039	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	12 265	12 265	12 265	12 265	12 265	11 619	11 619	19:30
20:00	Ruthless City	Ruthless City	Ruthless City	Ruthless City	Ruthless City	Movie	Movie	20:00
20:30	11 619	11 619	11 619	11 619	11 619			20:30
21:00	Dear Heirs /re-run/ 11 619	Dear Heirs /re-run/ 11 619.00	Dear Heirs /re-run/ 11 619	Dear Heirs /re-run/ 11 619	Dear Heirs /re-run/ 11 619			21:00
21:30						10 974	10 974	21:30
22:00	The Comedians and Friends /re-run/ 9 683	The Comedians and Friends /re-run/ 9 683	The Comedians and Friends /re-run/ 9 683	The Comedians and Friends /re-run/ 9 683	The Comedians and Friends /re-run/ 9 683	Movie	Movie	22:00
22:30	The Late Night Show 7 746	The Late Night Show 7 746	The Late Night Show 7 746	The Late Night Show 7 746	The Late Night Show 7 746			22:30
23:00	Late News 5 810	Late News 5 810	Late News 5 810	Late News 5 810	Late News 5 810			23:00
23:30	House arrest (re-run) 5 164	House arrest (re-run) 5 164	House arrest (re-run) 5 164	House arrest (re-run) 5 164	House arrest (re-run) 5 164		5 810	23:30
0:00	Series	Series	Series	Series	Series		Movie	0:00
0:30	1 628	1 628	1 628	1 628	1 628	6 455		0:30
1:00	Series	Series	Series	Series	Series	Movie		1:00
1:30	1 221	1 221	1 221	1 221	1 221	1 628	1 628	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	388	388	388	388	388	388	388	6:00



**Rate Card bTV**  
Valid from Jun 1 2021

On/From	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:00	Morning Show	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	M-F	9:30	The Late Morning Show	2 904	3.0	968	4.0	730	3.5	834	3.0	975
	M-F	12:00	12 o'clock News	3 872	4.0	968	5.3	730	4.6	834	4.0	975
	M-F	12:30	The Comedians and Friends (re-run)	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	M-F	13:30	The Late Night Show (re-run)	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	M-F	14:30	Series	2 904	3.0	968	4.0	730	3.5	834	3.0	975
	M-F	16:00	Series	2 904	3.0	968	4.0	730	3.5	834	3.0	975
	M-F	17:00	17 o'clock News	4 941	4.5	1098	5.8	857	5.2	956	4.4	1113
	M-F	17:30	Face To Face	4 941	4.5	1098	5.8	857	5.2	956	4.4	1113
	M-F	18:00	Seven Hours Difference (re-run)	5 490	5.0	1098	6.4	857	5.7	956	4.9	1113
	M-F	19:00	News Hour	12 265	9.5	1291	11.6	1054	11.1	1101	9.1	1355
	M-F	20:00	Ruthless City	11 619	9.0	1291	11.0	1054	10.6	1101	8.6	1355
	M-F	21:00	Dear Heirs	11 619	9.0	1291	11.0	1054	10.6	1101	8.6	1355
	M-F	22:00	The Comedians and Friends (re-run)	9 683	7.5	1291	9.2	1054	8.8	1101	7.1	1355
14.06.2021	M-F	22:00	The Family (re-run)	11 619	9.0	1291	11.0	1054	10.6	1101	8.6	1355
	M-F	22:30	The Late Night Show	7 746	6.0	1291	7.3	1054	7.0	1101	5.7	1355
	M-F	23:00	Late News	5 810	4.5	1291	5.5	1054	5.3	1101	4.3	1355
	M-F	23:30	House Arrest (re-run)	5 164	4.0	1291	4.9	1054	4.7	1101	3.8	1355
	M-F	0:00	Series	1 628	2.0	814	2.3	715	2.1	761	2.0	806
	M-F	1:00	Series	1 221	1.5	814	1.7	715	1.6	761	1.5	806
	M-F	2:00	Night Program	388	1.0	388	1.3	310	1.1	340	1.0	379

	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	968	1.0	968	1.3	730	1.2	834	1.0	975
	Sa	6:30	Documentary	968	1.0	968	1.3	730	1.2	834	1.0	975
	Sa	7:30	Friends	1 936	2.0	968	2.7	730	2.3	834	2.0	975
	Sa	8:00	This Saturday	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Sa	11:00	Cool-T	2 904	3.0	968	4.0	730	3.5	834	3.0	975
	Sa	12:00	12 o'clock News	4 356	4.5	968	6.0	730	5.2	834	4.5	975
	Sa	12:30	Treasures of Bulgaria	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Sa	13:00	Movie	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Sa	15:00	Series	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Sa	16:00	Marmalade	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Sa	18:00	Home Makeover (re-run)	4 941	4.5	1098	5.8	857	5.2	956	4.4	1113
	Sa	19:00	News Hour	11 619	9.0	1291	11.0	1054	10.6	1101	8.6	1355
	Sa	20:00	Movie	10 974	8.5	1291	10.4	1054	10.0	1101	8.1	1355
05.06.2021	Sa	22:00	Movie	6 455	5.0	1291	6.1	1054	5.9	1101	4.8	1355
	Sa	0:00	Movie	2 035	2.5	814	2.8	715	2.7	761	2.5	806
	Sa	1:00	Movie	1 628	2.0	814	2.3	715	2.1	761	2.0	806
	Sa	2:00	Night Program	388	1.0	388	1.3	310	1.1	340	1.0	379

On/From	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	968	1.0	968	1.3	730	1.2	834	1.0	975
	Su	6:30	Documentary	968	1.0	968	1.3	730	1.2	834	1.0	975
	Su	7:30	Friends	1 936	2.0	968	2.7	730	2.3	834	2.0	975
	Su	8:00	This Sunday	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Su	11:00	Wanted	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Su	12:00	12 o'clock News	4 356	4.5	968	6.0	730	5.2	834	4.5	975
	Su	12:30	Series	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Su	13:00	Movie	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Su	15:00	Movie	3 388	3.5	968	4.6	730	4.1	834	3.5	975
	Su	17:00	120 Minutes	6 039	5.5	1098	7.0	857	6.3	956	5.4	1113
	Su	19:00	News Hour	11 619	9.0	1291	11.0	1054	10.6	1101	8.6	1355
	Su	20:00	Movie	10 974	8.5	1291	10.4	1054	10.0	1101	8.1	1355
06.06. & 27.06.2021	Su	22:00	Movie	5 810	4.5	1291	5.5	1054	5.3	1101	4.3	1355
	Su	0:00	Movie	1 628	2.0	814	2.3	715	2.1	761	2.0	806
06.06. & 27.06.2021	Su	0:30	Movie	1 221	1.5	814	1.7	715	1.6	761	1.5	806
	Su	2:00	Night Program	388	1.0	388	1.3	310	1.1	340	1.0	379

## Rate Card for the Thematic TV Channels of BTV Media Group EAD Valid from Jun 1 2021

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	305	253	375	44	10
Prime Access	425	524	574	69	10
Prime Time	953	1081	895	128	46
Late Fringe	373	395	403	66	15
Night Time			84		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
	445	510	640	74	37

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 2021. 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	0.48	0.55	0.69	0.08	0.04
All 15-64	0.61	0.70	0.88	0.10	0.05
Women 25-54	0.55	0.63	0.79	0.09	0.05
Men 18-49	0.47	0.54	0.68	0.08	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.



Media Group

## Length Coefficients

Price For:	Equals:
5" spot	50% x 30" price
10" spot	60% x 30" price
15" spot	75% x 30" price
20" spot	90% x 30" price
25" spot	95% x 30" price
30" spot	100% x 30" price
35" spot	120% x 30" price
40" spot	140% x 30" price
45" spot	160% x 30" price
50" spot	180% x 30" price
55" spot	190% x 30" price
60" spot	200% x 30" price

## Coefficients for AA forms

Type of AA Form	Index to 30" bTV	Index to 30" TC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame	120%	120%	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	150%	150%	30

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



## Surcharges

Surcharge	Price Surcharge Coefficients
Break Choice	10%
First/Last in Break (FIB/LIB)	30%
Second/Before Last in Break (SIB/BLIB)	20%
Third in Break (TIB)	15%
Break & FIB/LIB	40%
Top & Tail	35%
Tandem Spot	20% on the second tandem spot
Co - Advertising (if a brand, service or product of another advertiser is present in the commercial material)	up to 50% for each additional advertiser/brand, according to its presence - visualization, mentioning in the voice over, logo presence, product usage, the length of the presence, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % of the cancelled broadcasts for the delayed term
Urgent order / urgent cancellation of broadcasts	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the commercial material during any of the months January, February, July, August	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the material during any of the months March - June and September -December, incl.	bTV / TC - BGN 1000 / BGN 200, VAT excl., per each day of delay

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).