



**Rate Card bTV**  
Valid from May 1 2017

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 211	Night Program 211	Night Program 211	Night Program 211	Night Program 211	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	591	591	06:30
07:00						The Carrie Diaries	The Carrie Diaries	07:00
07:30						1 478	887	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00						2 069	2 069	09:00
09:30	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			09:30
10:00								10:00
10:30						2 069	2 069	10:30
11:00						Cool T	Wanted	11:00
11:30						1 773	2 069	11:30
12:00	News 2 069	News 2 069	News 2 069	News 2 069	News 2 069	News 2 069	News 2 364	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Home Arrest 2 069	Home Arrest 2 364	12:30
13:00						Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30						2 069	2 364	14:30
15:00	Series	Series	Series	Series	Series	Seven Hours Difference	Seven Hours Difference	15:00
15:30						1 773	2 069	15:30
16:00	Series 2 700	Series 2 700	Series 2 700	Series 2 700	Series 2 700	Marmalad	Documentary 3 038	16:00
16:30								16:30
17:00	News 3 375	News 3 375	News 3 375	News 3 375	News 3 375		120 minutes	17:00
17:30	Face to Face 3 375	Face to Face 3 375	Face to Face 3 375	Face to Face 3 375	Face to Face 3 375			17:30
18:00	Series	Series	Series	Series	Series	Second Plan		18:00
18:30								18:30
19:00	News 3 713	News 3 713	News 3 713	News 3 713	News 3 713	News 3 713	News 3 713	19:00
19:30								19:30
20:00	Broken Pieces 8 440	Broken Pieces 8 440	Broken Pieces 8 440	Broken Pieces 8 440	Broken Pieces 8 440	Movie 6 752	The Voice 8 018	20:00
20:30								20:30
21:00								21:00
21:30	Master Chef 9 284	Master Chef 9 284	Wife Swap 9 284	Home Makeover 9 706	Citizens in Excess 8 018		11 816	21:30
22:00			The Comedians 8 440	The Comedians 8 440	The Comedians 8 440	Movie 6 330	Paparazzi	22:00
22:30	Slavi's Show 10 550	Slavi's Show 10 550	Slavi's Show 8 440	Slavi's Show 8 440	Slavi's Show 8 440		7 596	22:30
23:00							Movie	23:00
23:30	Late News 7 596	Late News 7 596	Late News 7 596	Late News 7 596	Late News 7 596			23:30
00:00	Series 5 486	Series 5 486	Series 5 486	Series 5 486	Series 5 486	Movie 5 064		00:00
00:30							3 798	00:30
01:00	Series 1 518	Series 1 518	Series 1 518	Series 1 518	Series 1 518		Movie Show	01:00
01:30							759	01:30
02:00	Night Program 759	Night Program 759	Night Program 759	Night Program 759	Night Program 759	Night Program 1 265	Night Program 759	02:00
06:00								06:00
	211	211	211	211	211	211	211	



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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	2 069	3.5	591	4.8	430	3.3	629
	M-F	09:30	Late Morning Show	2 069	3.5	591	4.8	430	3.3	629
	M-F	12:00	12 o'clock News	2 069	3.5	591	4.8	430	3.3	629
	M-F	12:30	Slavi's Show (re-run)	1 773	3.0	591	4.1	430	2.8	629
01;24.05.2017	M;W	12:30	Concert	1 773	3.0	591	4.1	430	2.8	629
08.05.2017	M	12:30	Movie	2 069	3.5	591	4.8	430	3.3	629
	M-F	13:30	Series	1 773	3.0	591	4.1	430	2.8	629
01;08;24.05.2017	M;W	14:30	Movie	2 069	3.5	591	4.8	430	3.3	629
	M-F	15:00	Series	2 069	3.5	591	4.8	430	3.3	629
	M-F	16:00	Series	2 700	4.0	675	5.4	499	3.8	710
01;08;24.05.2017	M;W	17:00	Movie	3 038	4.5	675	6.1	499	4.3	710
	M-F	17:00	17 o'clock News	3 375	5.0	675	6.8	499	4.8	710
	M-F	17:30	Face to Face	3 375	5.0	675	6.8	499	4.8	710
	M-F	18:00	Series	3 713	5.5	675	7.4	499	5.2	710
	M-F	19:00	News Hour	8 440	10.0	844	14.0	604	9.1	929
	M-F	20:00	Broken Pieces	9 284	11.0	844	15.4	604	10.0	929
	M-Tu	21:00	Masterchef	10 550	12.5	844	17.5	604	11.4	929
	W	21:00	Wife Swap	9 284	11.0	844	15.4	604	10.0	929
	Th	21:00	Home Makeover	9 706	11.5	844	16.1	604	10.4	929
	F	21:00	Citizens In Excess	8 018	9.5	844	13.3	604	8.6	929
	W-F	22:00	The Comedians	8 440	10.0	844	14.0	604	9.1	929
	M-F	22:30	Slavi's Show	7 596	9.0	844	12.6	604	8.2	929
	M-F	23:30	Late News	5 486	6.5	844	9.1	604	5.9	929
	M-F	00:00	Series	1 518	3.0	506	4.0	383	3.0	506
	M-F	01:00	Series	759	1.5	506	2.0	383	1.5	506
	M-F	02:00	Night Program	211	1.0	211	1.3	160	1.0	208

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	591	1.0	591	1.4	430	0.9	629
	Sa	07:00	The Carrie Diaries	1 478	2.5	591	3.4	430	2.3	629
	Sa	08:00	This Saturday	2 069	3.5	591	4.8	430	3.3	629
	Sa	11:00	Cool-T	1 773	3.0	591	4.1	430	2.8	629
	Sa	12:00	12 o'clock News	2 069	3.5	591	4.8	430	3.3	629
	Sa	12:30	Home Arest	2 069	3.5	591	4.8	430	3.3	629
	Sa	13:00	Movie	2 069	3.5	591	4.8	430	3.3	629
	Sa	15:00	Seven Hours Difference	1 773	3.0	591	4.1	430	2.8	629
20.05.2017	Sa	16:00	Documentary	2 363	3.5	675	4.7	499	3.3	710
	Sa	16:00	Marmalad	3 038	4.5	675	6.1	499	4.3	710
20.05.2017	Sa	17:00	Marmalad	3 375	5.0	675	6.8	499	4.8	710
	Sa	18:00	Second Plan	3 713	5.5	675	7.4	499	5.2	710
	Sa	19:00	News Hour	6 752	8.0	844	11.2	604	7.3	929
	Sa	20:00	Movie	6 330	7.5	844	10.5	604	6.8	929
	Sa	22:00	Movie	5 064	6.0	844	8.4	604	5.5	929
	Sa	00:00	Movie	1 265	2.5	506	3.3	383	2.5	506
	Sa	02:00	Night Program	211	1.0	211	1.3	160	1.0	208

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	591	1.0	591	1.4	430	0.9	629
	Su	07:00	The Carrie Diaries	887	1.5	591	2.1	430	1.4	629
	Su	08:00	This Sunday	2 069	3.5	591	4.8	430	3.3	629
	Su	11:00	Wanted	2 069	3.5	591	4.8	430	3.3	629
	Su	12:00	12 o'clock News	2 364	4.0	591	5.5	430	3.8	629
	Su	12:30	Home Arest	2 364	4.0	591	5.5	430	3.8	629
	Su	13:00	Movie	2 364	4.0	591	5.5	430	3.8	629
	Su	15:00	Seven Hours Difference	2 069	3.5	591	4.8	430	3.3	629
	Su	16:00	Documentary	3 038	4.5	675	6.1	499	4.3	710
	Su	17:00	120 Minutes	3 713	5.5	675	7.4	499	5.2	710
	Su	19:00	News Hour	8 018	9.5	844	13.3	604	8.6	929
	Su	20:00	The Voice	11 816	14.0	844	19.6	604	12.7	929
	Su	21:30	Paparazzi	7 596	9.0	844	12.6	604	8.2	929
	Su	22:30	Movie	3 798	4.5	844	6.3	604	4.1	929
	Su	00:30	Movie Show	759	1.5	506	2.0	383	1.5	506
	Su	01:30	Movie	759	1.5	506	2.0	383	1.5	506
	Su	02:00	Night Program	211	1.0	211	1.3	160	1.0	208

**Rate Card for the Thematic TV Channels of BMG  
Valid from May 1 2017**

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	137	66	118	38	10
Prime Access	167	167	265	38	16
Prime Time	662	520	371	74	54
Late Fringe	170	134	138	12	24
Night Time			29		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
	261	215	225	36	26

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 2017. 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	0.51	0.42	0.44	0.07	0.05
Women 25-54	0.70	0.57	0.60	0.10	0.07
Men 18-49	0.48	0.40	0.41	0.07	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 Rules for broadcasting of TV commercial communications in the TV channels of bMG. bMG's Sales Department reserves the right to make changes in the present Rate Card.



Price For:	Equals:
5" spot	40% 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

Type of advertising	Index to spot with the same length bTV	Index to spot with the same length NC	Max Lengths in Sec
Paid Report	75%	75%	120

Type of advertising	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
7"+7" Sponsorship tags	100%	100%	14
Sponsored Promo	60%	100%	15
3"+4" Break IDs	100%	100%	7
3"+4" x Break Ids + VO	120%	120%	7
Content Split	120%	100%	10
Credit Split	110%	100%	10
Countdown	70%	100%	10
Skyscraper	70%	100%	10
Cut-in	70%	100%	10
Crawl	40%	100%	15
Branded Bug	50%	100%	10
Branded Promo-bug	50%	100%	10

Price Surcharges	Price Surcharge
Break	10%
First in Break (FIB)	20%
Last in Break (LIB)	20%
Second in Break (SIB)	10%
Before Last in Break (BLIB)	10%
Break & FIB	30%
Break & LIB	30%
Top & Tail	25%

Time Zones	
Day Time	06:00 - 16:00
Prime Access	16:00 - 19:00
Prime Time	19:00 - 00:00
Late Fringe	00:00 - 02:00
Night	02:00 - 06:00