



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

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 135	Night Program 135	Night Program 135	Night Program 135	Night Program 135	Cartoons	Cartoons	06:00
06:30	Animation Avatar 945	Animation Avatar 945	Animation Avatar 945	Animation Avatar 945	Animation Avatar 945	378	378	06:30
07:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Hart of Dixie	Hart of Dixie	07:00
07:30						567	567	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	1 323	1 323	1 323	1 323	1 323			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						1 134	1 134	10:30
11:00						Cool T	Wanted	11:00
11:30	1 134	1 134	1 134	1 134	1 134	1 134	1 323	11:30
12:00	News 1 323	News 1 323	News 1 323	News 1 323	News 1 323	News 1 512	News 1 701	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Home Arrest 1 323	Home Arrest 1 512	12:30
13:00	1 134	1 134	1 134	1 134	1 134	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	945	945	945	945	945	1 323	1 323	14:30
15:00	Series	Series	Series	Series	Series	Animation Movie	Animation Movie	15:00
15:30	945	945	945	945	945			15:30
16:00	Series	Series	Series	Series	Series			16:00
16:30	1 512	1 512	1 512	1 512	1 512	1 512	1 323	16:30
17:00	News 2 160	News 2 160	News 2 160	News 2 160	News 2 160	Movie	120 minutes	17:00
17:30	Face to Face 2 160	Face to Face 2 160	Face to Face 2 160	Face to Face 2 160	Face to Face 2 160			17:30
18:00	Series	Series	Series	Series	Series			18:00
18:30	2 160	2 160	2 160	2 160	2 160	1 944	2 160	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	4 050	4 050	4 050	4 050	4 050	3 510	3 780	19:30
20:00	Kosem	Kosem	Kosem	Kosem	Kosem	Movie	Movie	20:00
20:30								20:30
21:00	4 860	4 860	4 860	4 860	4 860			21:00
21:30	Crime Evidence	Crime Evidence	Crime Evidence	Crime Evidence	Crime Evidence	3 510	4 320	21:30
22:00	3 780	3 780	3 780	3 780	3 780	Movie	Paparazzi	22:00
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show		3 510	22:30
23:00	3 780	3 780	3 780	3 780	3 780		Movie	23:00
23:30	Late News 2 700	Late News 2 700	Late News 2 700	Late News 2 700	Late News 2 700	2 700		23:30
00:00	Series	Series	Series	Series	Series	Movie		00:00
00:30	648	648	648	648	648		1 890	00:30
01:00	Series	Series	Series	Series	Series		Movie	01:00
01:30	486	486	486	486	486	648	486	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	135	135	135	135	135	135	135	06:00

**bTV Media Group**

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[www.btv.bg](http://www.btv.bg)



## Rate Card bTV

Valid from July 1 2017

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	Animation Avatar	945	2.5	378	3.4	275	2.3	403
	M-F	07:00	Morning Show	1 323	3.5	378	4.8	275	3.3	403
	M-F	09:30	Late Morning Show	1 134	3.0	378	4.1	275	2.8	403
	M-F	12:00	12 o'clock News	1 323	3.5	378	4.8	275	3.3	403
	M-F	12:30	Slavi's Show (re-run)	1 134	3.0	378	4.1	275	2.8	403
	M-F	13:30	Series	945	2.5	378	3.4	275	2.3	403
	M-F	15:00	Series	945	2.5	378	3.4	275	2.3	403
	M-F	16:00	Series	1 512	3.5	432	4.7	319	3.3	454
	M-F	17:00	17 o'clock News	2 160	5.0	432	6.8	319	4.8	454
	M-F	17:30	Face to Face	2 160	5.0	432	6.8	319	4.8	454
	M-F	18:00	Series	2 160	5.0	432	6.8	319	4.8	454
	M-F	19:00	News Hour	4 050	7.5	540	10.5	386	6.8	594
	M-F	20:00	Kosem	4 860	9.0	540	12.6	386	8.2	594
	M-F	21:30	Crime Evidence	3 780	7.0	540	9.8	386	6.4	594
	M-F	22:30	Slavi's Show	3 780	7.0	540	9.8	386	6.4	594
	M-F	23:30	Late News	2 700	5.0	540	7.0	386	4.5	594
	M-F	00:00	Series	648	2.0	324	2.6	245	2.0	324
	M-F	01:00	Series	486	1.5	324	2.0	245	1.5	324
	M-F	02:00	Night Program	135	1.0	135	1.3	102	1.0	133

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	378	1.0	378	1.4	275	0.9	403
	Sa	07:00	Hart of Dixie	567	1.5	378	2.1	275	1.4	403
	Sa	08:00	This Saturday	1 134	3.0	378	4.1	275	2.8	403
	Sa	11:00	Cool-T	1 134	3.0	378	4.1	275	2.8	403
	Sa	12:00	12 o'clock News	1 512	4.0	378	5.5	275	3.8	403
	Sa	12:30	Home Arest	1 323	3.5	378	4.8	275	3.3	403
	Sa	13:00	Movie	1 323	3.5	378	4.8	275	3.3	403
	Sa	15:00	Animation Movie	1 512	4.0	378	5.5	275	3.8	403
	Sa	17:00	Movie	1 944	4.5	432	6.1	319	4.3	454
	Sa	19:00	News Hour	3 510	6.5	540	9.1	386	5.9	594
	Sa	20:00	Movie	3 510	6.5	540	9.1	386	5.9	594
	Sa	22:00	Movie	2 700	5.0	540	7.0	386	4.5	594
	Sa	00:00	Movie	648	2.0	324	2.6	245	2.0	324
	Sa	02:00	Night Program	135	1.0	135	1.3	102	1.0	133

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	378	1.0	378	1.4	275	0.9	403
	Su	07:00	Hart of Dixie	567	1.5	378	2.1	275	1.4	403
	Su	08:00	This Sunday	1 134	3.0	378	4.1	275	2.8	403
	Su	11:00	Wanted	1 323	3.5	378	4.8	275	3.3	403
	Su	12:00	12 o'clock News	1 701	4.5	378	6.2	275	4.2	403
	Su	12:30	Home Arest	1 512	4.0	378	5.5	275	3.8	403
	Su	13:00	Movie	1 323	3.5	378	4.8	275	3.3	403
	Su	15:00	Animation Movie	1 323	3.5	378	4.8	275	3.3	403
	Su	17:00	120 Minutes	2 160	5.0	432	6.8	319	4.8	454
	Su	19:00	News Hour	3 780	7.0	540	9.8	386	6.4	594
	Su	20:00	Movie	4 320	8.0	540	11.2	386	7.3	594
	Su	22:00	Paparazzi	3 510	6.5	540	9.1	386	5.9	594
30.07.2017	Su	22:30	Movie	2 430	4.5	540	6.3	386	4.1	594
	Su	23:00	Movie	1 890	3.5	540	4.9	386	3.2	594
	Su	01:00	Movie	486	1.5	324	2.0	245	1.5	324
	Su	02:00	Night Program	135	1.0	135	1.3	102	1.0	133

### bTV Media Group

**Rate Card for the Thematic TV Channels of BMG  
Valid from July 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	126	61	109	35	10
Prime Access	154	154	244	35	15
Prime Time	609	478	342	68	50
Late Fringe	157	123	127	11	22
Night Time			26		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
	141	108	131	20	10

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	0.43	0.33	0.40	0.06	0.03
Women 25-54	0.59	0.45	0.55	0.08	0.04
Men 18-49	0.41	0.31	0.38	0.06	0.03

**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.

**bTV Media Group**



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

**bTV Media Group**