



Rate Card bTV
Valid from Jan 1 2018

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 154	Night Program 154	Night Program 154	Night Program 154	Night Program 154	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	433	433	06:30
07:00						Science of Stupid 650	As in a movie	07:00
07:30						New Girl 1 083	650	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	1 949	1 949	1 949	1 949	1 949			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						1 732	1 732	10:30
11:00						Cool T	Wanted	11:00
11:30	1 732	1 732	1 732	1 732	1 732	1 949	2 165	11:30
12:00	News 2 165	News 2 165	News 2 165	News 2 165	News 2 165	News 2 165	News 2 598	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	House Arrest 2 382	House Arrest 2 165	12:30
13:00	1 949	1 949	1 949	1 949	1 949	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	1 949	1 949	1 949	1 949	1 949	2 165	2 382	14:30
15:00	Series	Series	Series	Series	Series	Friends	Friends	15:00
15:30	2 382	2 382	2 382	2 382	2 382	1 949	1 949	15:30
16:00	Series	Series	Series	Series	Series	Marmalad	Two and a half men	16:00
16:30	2 382	2 382	2 382	2 382	2 382		2 598	16:30
17:00	News 3 682	News 3 682	News 3 682	News 3 682	News 3 682		120 minutes	17:00
17:30	Face to Face 3 682	Face to Face 3 682	Face to Face 3 682	Face to Face 3 682	Face to Face 3 682	2 382		17:30
18:00	Dear Heirs	Dear Heirs	Dear Heirs	Dear Heirs	Dear Heirs	Second Plan		18:00
18:30	/season premiere Jan 15/ 5 786	5 786	5 786	5 786	5 786	3 945	4 471	18:30
19:00	News 8 034	News 8 034	News 8 034	News 8 034	News 8 034	News 7 107	News 7 416	19:00
19:30								19:30
20:00	Never Let Go	Never Let Go	Never Let Go	Never Let Go	Never Let Go	The Shannara Chronicles	Movie	20:00
20:30								20:30
21:00	6 798	6 798	6 798	6 798	6 798			21:00
21:30	Series	Series	Series	Series	Series	4 326	7 416	21:30
22:00	4 944	4 944	4 944	4 944	4 944	Movie	Paparazzi	22:00
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show		5 562	22:30
23:00	4 635	4 635	4 635	4 635	4 635		Movie	23:00
23:30	Late News 3 090	Late News 3 090	Late News 3 090	Late News 3 090	Late News 3 090	3 399		23:30
00:00	Series	Series	Series	Series	Series	Series		00:00
00:30	742	742	742	742	742	928	2 781	00:30
01:00	Series	Series	Series	Series	Series	Documentary	Series	01:00
01:30	557	557	557	557	557	742	557	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	154	154	154	154	154	154	154	06:00



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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	1 949	4.5	433	5.9	332	4.3	451
01.01.2018	M	07:00	The Thracians	433	1.0	433	1.3	332	1.0	451
01.01.2018	M	08:00	Movie	866	2.0	433	2.6	332	1.9	451
	M-F	09:30	Late Morning Show	1 732	4.0	433	5.2	332	3.8	451
01.01.2018	M	10:00	Movie	1 516	3.5	433	4.6	332	3.4	451
	M-F	12:00	12 o'clock News	2 165	5.0	433	6.5	332	4.8	451
	M-F	12:30	Slavi's Show (re-run)	1 949	4.5	433	5.9	332	4.3	451
01.01.2018	M	12:30	Concert Vassil Petrov	3 464	8.0	433	10.4	332	7.7	451
	M-F	13:30	Series	1 949	4.5	433	5.9	332	4.3	451
01.01.2018	M	14:00	Movie	3 464	8.0	433	10.4	332	7.7	451
	M-F	15:00	Series	2 382	5.5	433	7.2	332	5.3	451
24.01.2018	M-F	15:00	Six Sisters	2 382	5.5	433	7.2	332	5.3	451
	M-F	16:00	Series	2 382	5.5	433	7.2	332	5.3	451
01.01.2018	M	16:30	Movie	3 682	7.0	526	9.4	392	6.6	559
	M-F	17:00	17 o'clock News	3 682	7.0	526	9.4	392	6.6	559
	M-F	17:30	Face to Face	3 682	7.0	526	9.4	392	6.6	559
	M-F	18:00	Series	3 419	6.5	526	8.7	392	6.1	559
15.01.2018	M-F	18:00	Dear Heirs	5 786	11.0	526	14.8	392	10.4	559
	M-F	19:00	News Hour	8 034	13.0	618	17.7	455	11.9	675
	M-F	20:00	Never Let Go	6 798	11.0	618	14.9	455	10.1	675
01.01.2018	M	20:00	Movie	6 798	11.0	618	14.9	455	10.1	675
02.01.2018	M-F	21:30	Ekaterina	4 944	8.0	618	10.9	455	7.3	675
18.01.2018	M-F	21:30	Mata Hari	4 944	8.0	618	10.9	455	7.3	675
	M-F	22:30	Slavi's Show	4 635	7.5	618	10.2	455	6.9	675
	M-F	23:30	Late News	3 090	5.0	618	6.8	455	4.6	675
01.01.2018	M	23:30	Concert	2 163	3.5	618	4.8	455	3.2	675
	M-F	00:00	Series	742	2.0	371	2.5	302	2.1	352
	M-F	01:00	Series	557	1.5	371	1.8	302	1.6	352
	M-F	02:00	Night Program	154	1.0	154	1.1	135	1.1	138

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	433	1.0	433	1.3	332	1.0	451
06.01.2018	Sa	07:00	Science of Stupid	650	1.5	433	2.0	332	1.4	451
	Sa	07:30	New Girl	1 083	2.5	433	3.3	332	2.4	451
	Sa	08:00	This Saturday	1 732	4.0	433	5.2	332	3.8	451
	Sa	11:00	Cool-T	1 949	4.5	433	5.9	332	4.3	451
	Sa	12:00	12 o'clock News	2 165	5.0	433	6.5	332	4.8	451
06.01.2018	Sa	12:30	House Arrest	2 382	5.5	433	7.2	332	5.3	451
	Sa	13:00	Movie	2 165	5.0	433	6.5	332	4.8	451
06.01.2018	Sa	15:00	Friends	1 949	4.5	433	5.9	332	4.3	451
	Sa	16:00	Marmalad	2 382	5.5	433	7.2	332	5.3	451
	Sa	18:00	Second Plan	3 945	7.5	526	10.1	392	7.1	559
	Sa	19:00	News Hour	7 107	11.5	618	15.6	455	10.5	675
06.01.2018	Sa	20:00	The Shannara Chronicles	4 326	7.0	618	9.5	455	6.4	675
	Sa	22:00	Movie	3 399	5.5	618	7.5	455	5.0	675
	Sa	00:00	Series	928	2.5	371	3.1	302	2.6	352
	Sa	01:00	Documentary	742	2.0	371	2.5	302	2.1	352
	Sa	02:00	Night Program	154	1.0	154	1.1	135	1.1	138

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	433	1.0	433	1.3	332	1.0	451
	Su	07:00	As in a movie	650	1.5	433	2.0	332	1.4	451
	Su	08:00	This Sunday	1 732	4.0	433	5.2	332	3.8	451
	Su	11:00	Wanted	2 165	5.0	433	6.5	332	4.8	451
	Su	12:00	12 o'clock News	2 598	6.0	433	7.8	332	5.8	451
	Su	12:30	House Arest	2 165	5.0	433	6.5	332	4.8	451
	Su	13:00	Movie	2 382	5.5	433	7.2	332	5.3	451
07.01.2018	Su	15:00	Friends	1 949	4.5	433	5.9	332	4.3	451
07.01.2018	Su	16:00	Two and a half men	2 598	6.0	433	7.8	332	5.8	451
	Su	17:00	120 Minutes	4 471	8.5	526	11.4	392	8.0	559
	Su	19:00	News Hour	7 416	12.0	618	16.3	455	11.0	675
	Su	20:00	Movie	7 416	12.0	618	16.3	455	11.0	675
	Su	22:00	Paparazzi	5 562	9.0	618	12.2	455	8.2	675
	Su	23:00	Movie	2 781	4.5	618	6.1	455	4.1	675
	Su	01:00	Series	557	1.5	371	1.8	302	1.6	352
	Su	02:00	Night Program	154	1.0	154	1.1	135	1.1	138

**Rate Card for the Thematic TV Channels of BMG
Valid from Jan 1 2018**

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	107	73	118	17	10
Prime Access	126	168	223	38	13
Prime Time	336	395	326	49	25
Late Fringe	131	110	122	10	18
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
	204	193	204	34	23

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	0.54	0.51	0.54	0.09	0.06
Women 25-54	0.71	0.67	0.71	0.12	0.08
Men 18-49	0.52	0.49	0.52	0.09	0.06

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	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 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	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 Surcharge
Break	10%
First in Break (FIB)	25%
Last in Break (LIB)	25%
Second in Break (SIB)	10%
Before Last in Break (BLIB)	10%
Break & FIB	35%
Break & LIB	35%
Top & Tail	30%
Tandem Spot	15%

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