



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

Rate Card bTV
Valid from Mar 1 2018

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 212	Night Program 212	Night Program 212	Night Program 212	Night Program 212	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	595	595	06:30
07:00						Science of Stupid 893	As in a movie	07:00
07:30						New Girl 1 190	893	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	2 678	2 678	2 678	2 678	2 678			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						2 380	2 380	10:30
11:00						Cool T	Wanted	11:00
11:30	2 380	2 380	2 380	2 380	2 380	2 380	2 678	11:30
12:00	News 2 678	News 2 678	News 2 678	News 2 678	News 2 678	News 2 678	News 3 273	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	The Unfamiliar 2 678	The Unfamiliar 3 273	12:30
13:00	2 380	2 380	2 380	2 380	2 380	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	2 380	2 380	2 380	2 380	2 380	2 380	2 975	14:30
15:00	Series	Series	Series	Series	Series	True Stories (re-run)	Bulgarians Abroad (re-run)	15:00
15:30	2 380	2 380	2 380	2 380	2 380	2 380	2 678	15:30
16:00	Series	Series	Series	Series	Series	Marmalad	bTV: The Documents	16:00
16:30	2 678	2 678	2 678	2 678	2 678		2 678	16:30
17:00	News 4 700	News 4 700	News 4 700	News 4 700	News 4 700		120 minutes	17:00
17:30	Face to Face 5 061	Face to Face 5 061	Face to Face 5 061	Face to Face 5 061	Face to Face 5 061	3 273		17:30
18:00	Dear Heirs	Dear Heirs	Dear Heirs	Dear Heirs	Dear Heirs	Second Plan		18:00
18:30	8 676	8 676	8 676	8 676	8 676	5 423	5 423	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	11 050	11 050	11 050	11 050	11 050	9 350	10 200	19:30
20:00	Never Let Go	Never Let Go	Never Let Go	Never Let Go	Never Let Go	Movie	The Voice	20:00
20:30	11 050	11 050	11 050	11 050	11 050			20:30
21:00	Masterchef	Masterchef	Wife Swap	Home Makeover	Capital Hillbillies		13 175	21:00
21:30			9 350	10 200	8 500	7 225	Paparazzi	21:30
22:00	10 200	10 200	The Comedians and Friends 8 075	The Comedians and Friends 8 075	The Comedians and Friends 8 075	Movie	9 350	22:00
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show		Movie	22:30
23:00	6 800	6 800	6 800	6 800	6 800			23:00
23:30	Late News 4 675	Late News 4 675	Late News 4 675	Late News 4 675	Late News 4 675	4 675	5 100	23:30
00:00	Series	Series	Series	Series	Series	Series	Series	00:00
00:30	1 275	1 275	1 275	1 275	1 275	1 020	765	00:30
01:00	Series	Series	Series	Series	Series	Documentary	Documentary	01:00
01:30	1 020	1 020	1 020	1 020	1 020	765	510	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	212	212	212	212	212	212	212	06:00

bTV Media Group

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www.btv.bg



Rate Card bTV
Valid from Mar 1 2018

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	2 678	4.5	595	5.9	457	4.3	620
	M-F	09:30	Late Morning Show	2 380	4.0	595	5.2	457	3.8	620
	M-F	12:00	12 o'clock News	2 678	4.5	595	5.9	457	4.3	620
	M-F	12:30	Slavi's Show (re-run)	2 380	4.0	595	5.2	457	3.8	620
05.03.2018	M	12:30	Concert National Folk Music	2 380	4.0	595	5.2	457	3.8	620
	M-F	13:30	Series	2 380	4.0	595	5.2	457	3.8	620
05.03.2018	M	14:00	Movie	2 083	3.5	595	4.6	457	3.4	620
	M-F	15:00	Series	2 380	4.0	595	5.2	457	3.8	620
	M-F	16:00	Series	2 678	4.5	595	5.9	457	4.3	620
05.03.2018	M	16:00	Movie	2 975	5.0	595	6.5	457	4.8	620
	M-F	17:00	17 o'clock News	4 700	6.5	723	8.7	539	6.1	769
	M-F	17:30	Face to Face	5 061	7.0	723	9.4	539	6.6	769
	M-F	18:00	Dear Heirs	8 676	12.0	723	16.1	539	11.3	769
	M-F	19:00	News Hour	11 050	13.0	850	17.7	626	11.9	928
	M-F	20:00	Never Let Go	11 050	13.0	850	17.7	626	11.9	928
	M-T	21:00	Masterchef	10 200	12.0	850	16.3	626	11.0	928
	W	21:00	Wife Swap	9 350	11.0	850	14.9	626	10.1	928
01.03.2018	TR	21:00	Home Makeover	10 200	12.0	850	16.3	626	11.0	928
02.03.2018	F	21:00	Capital Hillbillies	8 500	10.0	850	13.6	626	9.2	928
	W-F	22:00	The Comedians and Friends	8 075	9.5	850	12.9	626	8.7	928
	M-F	22:30	Slavi's Show	6 800	8.0	850	10.9	626	7.3	928
	M-F	23:30	Late News	4 675	5.5	850	7.5	626	5.0	928
	M-F	00:00	Series	1 275	2.5	510	3.1	415	2.6	484
	M-F	01:00	Series	1 020	2.0	510	2.5	415	2.1	484
	M-F	02:00	Night Program	212	1.0	212	1.1	186	1.1	190

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	595	1.0	595	1.3	457	1.0	620
	Sa	07:00	Science of Stupid	893	1.5	595	2.0	457	1.4	620
	Sa	07:30	New Girl	1 190	2.0	595	2.6	457	1.9	620
	Sa	08:00	This Saturday	2 380	4.0	595	5.2	457	3.8	620
	Sa	11:00	Cool-T	2 380	4.0	595	5.2	457	3.8	620
	Sa	12:00	12 o'clock News	2 678	4.5	595	5.9	457	4.3	620
	Sa	12:30	The Unfamiliar	2 678	4.5	595	5.9	457	4.3	620
	Sa	13:00	Movie	2 380	4.0	595	5.2	457	3.8	620
	Sa	15:00	True Stories (re-run)	2 380	4.0	595	5.2	457	3.8	620
	Sa	16:00	Marmalad	3 273	5.5	595	7.2	457	5.3	620
	Sa	18:00	Second Plan	5 423	7.5	723	10.1	539	7.1	769
	Sa	19:00	News Hour	9 350	11.0	850	14.9	626	10.1	928
03.03.2018	Sa	20:00	Concert Slavi Trifonov	8 500	10.0	850	13.6	626	9.2	928
	Sa	20:00	Movie	7 225	8.5	850	11.5	626	7.8	928
	Sa	22:00	Movie	4 675	5.5	850	7.5	626	5.0	928
	Sa	00:00	Series	1 020	2.0	510	2.5	415	2.1	484
	Sa	01:00	Documentary	765	1.5	510	1.8	415	1.6	484
	Sa	02:00	Night Program	212	1.0	212	1.1	186	1.1	190

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	595	1.0	595	1.3	457	1.0	620
	Su	07:00	As in a movie	893	1.5	595	2.0	457	1.4	620
	Su	08:00	This Sunday	2 380	4.0	595	5.2	457	3.8	620
	Su	11:00	Wanted	2 678	4.5	595	5.9	457	4.3	620
	Su	12:00	12 o'clock News	3 273	5.5	595	7.2	457	5.3	620
	Su	12:30	The Unfamiliar	3 273	5.5	595	7.2	457	5.3	620
	Su	13:00	Movie	2 975	5.0	595	6.5	457	4.8	620
	Su	15:00	Bulgarians Abroad (re-run)	2 678	4.5	595	5.9	457	4.3	620
	Su	16:00	bTV: The Documents (re-run)	2 678	4.5	595	5.9	457	4.3	620
	Su	17:00	120 Minutes	5 423	7.5	723	10.1	539	7.1	769
	Su	19:00	News Hour	10 200	12.0	850	16.3	626	11.0	928
	Su	20:00	The Voice	13 175	15.5	850	21.0	626	14.2	928
	Su	21:30	Paparazzi	9 350	11.0	850	14.9	626	10.1	928
	Su	22:30	Movie	5 100	6.0	850	8.1	626	5.5	928
11.03.2018	Su	22:30	The 90th Academy Awards (re-run)	4 250	5.0	850	6.8	626	4.6	928
	Su	00:00	Series	765	1.5	510	1.8	415	1.6	484
	Su	01:00	Documentary	510	1.0	510	1.2	415	1.1	484
	Su	02:00	Night Program	212	1.0	212	1.1	186	1.1	190

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Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Mar 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	148	100	162	24	10
Prime Access	174	232	307	52	17
Prime Time	462	544	449	68	34
Late Fringe	180	151	167	12	24
Night Time			35		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
	281	302	406	68	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 2018. 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	0.58	0.78	0.13	0.05
Women 25-54	0.71	0.76	1.02	0.17	0.07
Men 18-49	0.52	0.56	0.75	0.13	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 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.

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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 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

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