



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

Rate Card bTV  
Valid from May 1 2018

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 251	Night Program 251	Night Program 251	Night Program 251	Night Program 251	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	703	703	06:30
07:00						Two and a half men	As in a movie	07:00
07:30						1 758	1 055	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	3 164	3 164	3 164	3 164	3 164			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						2 812	2 812	10:30
11:00						Cool T	Wanted	11:00
11:30	2 812	2 812	2 812	2 812	2 812	2 812	3 164	11:30
12:00	News 3 164	News 3 164	News 3 164	News 3 164	News 3 164	News 3 164	News 3 515	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	The Treasures of Bulgaria	The Place BG	12:30
13:00	2 461	2 461	2 461	2 461	2 461	3 164	3 515	13:00
13:30	Series	Series	Series	Series	Series	Movie	Movie	13:30
14:00								14:00
14:30	2 461	2 461	2 461	2 461	2 461	3 164	3 164	14:30
15:00	Series	Series	Series	Series	Series	True Stories (re-run)	Movie	15:00
15:30	2 461	2 461	2 461	2 461	2 461	2 812		15:30
16:00	Series	Series	Series	Series	Series	Marmalad		16:00
16:30	2 812	2 812	2 812	2 812	2 812		2 812	16:30
17:00	News 5 124	News 5 124	News 5 124	News 5 124	News 5 124		120 minutes	17:00
17:30	Face to Face 5 551	Face to Face 5 551	Face to Face 5 551	Face to Face 5 551	Face to Face 5 551	3 164		17:30
18:00	Dear Heirs	Dear Heirs	Dear Heirs	Dear Heirs	Dear Heirs	Second Plan		18:00
18:30	8 540	8 540	8 540	8 540	8 540	5 124	5 124	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	11 558	11 558	11 558	11 558	11 558	10 050	10 050	19:30
20:00	Kösem	Kösem	Kösem	Kösem	Kösem	Movie	The Voice	20:00
20:30	12 060	12 060	12 060	12 060	12 060			20:30
21:00	Masterchef	Masterchef	Wife Swap	Home Makeover	Capital Hillbillies			21:00
21:30			11 055	12 060	9 548	8 543	14 070	21:30
22:00			The Comedians and Friends	The Comedians and Friends	The Comedians and Friends	Movie	Paparazzi	22:00
22:30	11 055	11 055	10 050	10 050	10 050		9 548	22:30
23:00	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show		Movie	23:00
23:30	8 543	8 543	8 543	8 543	8 543			23:30
00:00	Late News 5 528	Late News 5 528	Late News 5 528	Late News 5 528	Late News 5 528			00:00
00:30	Series 1 508	Series 1 508	Series 1 508	Series 1 508	Series 1 508	5 528	5 025	00:30
01:00	Series	Series	Series	Series	Series	Movie	Movie	01:00
01:30	905	905	905	905	905	1 206	1 508	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	251	251	251	251	251	251	251	06:00



**Rate Card bTV**  
Valid from May 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	3 164	4.5	703	5.9	540	4.3	733
	M-F	09:30	Late Morning Show	2 812	4.0	703	5.2	540	3.8	733
	M-F	12:00	12 o'clock News	3 164	4.5	703	5.9	540	4.3	733
	M-F	12:30	Slavi's Show (re-run)	2 461	3.5	703	4.6	540	3.4	733
01.05.2018	M	12:30	Concert Radio Veselina	2 812	4.0	703	5.2	540	3.8	733
07.05. & 24.05.2018	M & TR	12:30	Movie	3 164	4.5	703	5.9	540	4.3	733
	M-F	13:30	Series	2 461	3.5	703	4.6	540	3.4	733
01; 07 & 24.05.2018	M & TR	14:00	Movie	2 461	3.5	703	4.6	540	3.4	733
	M-F	15:00	Series	2 461	3.5	703	4.6	540	3.4	733
01; 07 & 24.05.2018	M & TR	16:00	Movie	3 515	5.0	703	6.5	540	4.8	733
	M-F	16:00	Series	2 812	4.0	703	5.2	540	3.8	733
	M-F	17:00	17 o'clock News	5 124	6.0	854	8.1	636	5.6	908
	M-F	17:30	Face to Face	5 551	6.5	854	8.7	636	6.1	908
	M-F	18:00	Dear Heirs	8 540	10.0	854	13.4	636	9.4	908
	M-F	19:00	News Hour	11 558	11.5	1005	15.6	740	10.5	1098
	M-F	20:00	Kösem Season 2	12 060	12.0	1005	16.3	740	11.0	1098
	M-T	21:00	Masterchef	11 055	11.0	1005	14.9	740	10.1	1098
	W	21:00	Wife Swap	11 055	11.0	1005	14.9	740	10.1	1098
	TR	21:00	Home Makeover	12 060	12.0	1005	16.3	740	11.0	1098
	F	21:00	Capital Hillbillies	9 548	9.5	1005	12.9	740	8.7	1098
	W-F	22:00	The Comedians and Friends	10 050	10.0	1005	13.6	740	9.2	1098
	M-F	22:30	Slavi's Show	8 543	8.5	1005	11.5	740	7.8	1098
	M-F	23:30	Late News	5 528	5.5	1005	7.5	740	5.0	1098
	M-F	00:00	Series	1 508	2.5	603	3.1	490	2.6	572
	M-F	01:00	Series	905	1.5	603	1.8	490	1.6	572
	M-F	02:00	Night Program	251	1.0	251	1.1	220	1.1	225

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	703	1.0	703	1.3	540	1.0	733
	Sa	07:00	Two and a half men	1 758	2.5	703	3.3	540	2.4	733
	Sa	08:00	This Saturday	2 812	4.0	703	5.2	540	3.8	733
	Sa	11:00	Cool-T	2 812	4.0	703	5.2	540	3.8	733
	Sa	12:00	12 o'clock News	3 164	4.5	703	5.9	540	4.3	733
	Sa	12:30	The Treasures of Bulgaria	3 164	4.5	703	5.9	540	4.3	733
	Sa	13:00	Movie	3 164	4.5	703	5.9	540	4.3	733
19.05.2018	Sa	13:00	Live from The Royal Wedding Ceremony	3 867	5.5	703	7.2	540	5.3	733
	Sa	15:00	True Stories (re-run)	2 812	4.0	703	5.2	540	3.8	733
	Sa	16:00	Marmalad	3 164	4.5	703	5.9	540	4.3	733
	Sa	18:00	Second Plan	5 124	6.0	854	8.1	636	5.6	908
	Sa	19:00	News Hour	10 050	10.0	1005	13.6	740	9.2	1098
	Sa	20:00	Movie	8 543	8.5	1005	11.5	740	7.8	1098
	Sa	22:00	Movie	5 528	5.5	1005	7.5	740	5.0	1098
	Sa	01:00	Movie	1 206	2.0	603	2.5	490	2.1	572
	Sa	02:00	Night Program	251	1.0	251	1.1	220	1.1	225

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	703	1.0	703	1.3	540	1.0	733
	Su	07:00	As in a movie	1 055	1.5	703	2.0	540	1.4	733
	Su	08:00	This Sunday	2 812	4.0	703	5.2	540	3.8	733
	Su	11:00	Wanted	3 164	4.5	703	5.9	540	4.3	733
	Su	12:00	12 o'clock News	3 515	5.0	703	6.5	540	4.8	733
	Su	12:30	The Place BG	3 515	5.0	703	6.5	540	4.8	733
	Su	13:00	Movie	3 164	4.5	703	5.9	540	4.3	733
	Su	15:00	Movie	2 812	4.0	703	5.2	540	3.8	733
	Su	17:00	120 Minutes	5 124	6.0	854	8.1	636	5.6	908
	Su	19:00	News Hour	10 050	10.0	1005	13.6	740	9.2	1098
	Su	20:00	The Voice	14 070	14.0	1005	19.0	740	12.8	1098
	Su	21:30	Paparazzi	9 548	9.5	1005	12.9	740	8.7	1098
	Su	22:30	Movie	5 025	5.0	1005	6.8	740	4.6	1098
	Su	01:00	Movie	1 508	1.5	1005	2.0	740	1.4	1098
	Su	02:00	Night Program	251	1.0	251	1.1	220	1.1	225

**Rate Card for the Thematic TV Channels of BTV Media Group EAD  
Valid from May 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	175	118	191	28	11
Prime Access	205	274	363	62	21
Prime Time	546	642	530	80	40
Late Fringe	212	178	198	14	29
Night Time			42		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
	357	240	338	86	31

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	0.58	0.39	0.55	0.14	0.05
Women 25-54	0.76	0.51	0.72	0.18	0.07
Men 18-49	0.56	0.38	0.53	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.



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