



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

Rate Card bTV  
Valid from July 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	Series 650	Series 650	Series 650	Series 650	Series 650	433	433	06:30
07:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Two and a half men	Two and a half men	07:00
07:30						650	650	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	1 516	1 516	1 516	1 516	1 516			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						1 516	1 299	10:30
11:00						Cool T	Wanted	11:00
11:30	1 299	1 299	1 299	1 299	1 299	1 516	1 516	11:30
12:00	News 1 732	News 1 732	News 1 732	News 1 732	News 1 732	News 1 732	News 1 949	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	The Place BG 1 732	The Unfamiliar 1 732	12:30
13:00	1 299	1 299	1 299	1 299	1 299	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	1 299	1 299	1 299	1 299	1 299	1 732	1 732	14:30
15:00	Series	Series	Series	Series	Series	Movie	Movie	15:00
15:30	1 299	1 299	1 299	1 299	1 299			15:30
16:00	Series	Series	Series	Series	Series			16:00
16:30	1 516	1 516	1 516	1 516	1 516	1 732	1 732	16:30
17:00	News 2 630	News 2 630	News 2 630	News 2 630	News 2 630	Movie	120 Minutes	17:00
17:30	Face to Face 2 893	Face to Face 2 893	Face to Face 2 893	Face to Face 2 893	Face to Face 2 893			17:30
18:00	Series	Series	Series	Series	Series			18:00
18:30	2 893	2 893	2 893	2 893	2 893	2 367	2 893	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	5 253	5 253	5 253	5 253	5 253	4 017	5 253	19:30
20:00	Kösem	Kösem	Kösem	Kösem	Kösem	Movie	Movie	20:00
20:30								20:30
21:00	4 326	4 326	4 326	4 326	4 326			21:00
21:30	Series /starts 02.07./	Series	Series	Series	Series	3 399	5 253	21:30
22:00	3 399	3 399	3 399	3 399	3 399	Movie	Movie	22:00
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show			22:30
23:00	4 017	4 017	4 017	4 017	4 017			23:00
23:30	Late News 3 090	Late News 3 090	Late News 3 090	Late News 3 090	Late News 3 090	2 163	4 017	23:30
00:00	Series	Series	Series	Series	Series	Movie	Movie	00:00
00:30	742	742	742	742	742			00:30
01:00	Series	Series	Series	Series	Series			01:00
01:30	557	557	557	557	557	557	742	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	Friends	650	1.5	433	2.0	332	1.4	451
	M-F	07:00	Morning Show	1 516	3.5	433	4.6	332	3.4	451
	M-F	09:30	Late Morning Show	1 299	3.0	433	3.9	332	2.9	451
	M-F	12:00	12 o'clock News	1 732	4.0	433	5.2	332	3.8	451
	M-F	12:30	Slavi's Show (re-run)	1 299	3.0	433	3.9	332	2.9	451
	M-F	13:30	Series	1 299	3.0	433	3.9	332	2.9	451
	M-F	15:00	Series	1 299	3.0	433	3.9	332	2.9	451
	M-F	16:00	Series	1 516	3.5	433	4.6	332	3.4	451
	M-F	17:00	17 o'clock News	2 630	5.0	526	6.7	392	4.7	559
	M-F	17:30	Face to Face	2 893	5.5	526	7.4	392	5.2	559
23.07.2018	M-F	17:30	The Comedians and Friends	2 630	5.0	526	6.7	392	4.7	559
	M-F	18:00	Series	2 893	5.5	526	7.4	392	5.2	559
	M-F	19:00	News Hour	5 253	8.5	618	11.5	455	7.8	675
	M-F	20:00	Kösem Season 2	4 326	7.0	618	9.5	455	6.4	675
26.07.2018	M-F	20:00	Babam	4 944	8.0	618	10.9	455	7.3	675
02.07.2018	M-F	21:30	Series	3 399	5.5	618	7.5	455	5.0	675
	M-F	22:30	Slavi's Show	4 017	6.5	618	8.8	455	6.0	675
23.07.2018	M-F	22:30	Series	3 708	6.0	618	8.1	455	5.5	675
	M-F	23:30	Late News	3 090	5.0	618	6.8	455	4.6	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
	Sa	07:00	Two and a half men	650	1.5	433	2.0	332	1.4	451
	Sa	08:00	This Saturday	1 516	3.5	433	4.6	332	3.4	451
	Sa	11:00	Cool-T	1 516	3.5	433	4.6	332	3.4	451
	Sa	12:00	12 o'clock News	1 732	4.0	433	5.2	332	3.8	451
	Sa	12:30	The Place BG	1 732	4.0	433	5.2	332	3.8	451
	Sa	13:00	Movie	1 732	4.0	433	5.2	332	3.8	451
	Sa	15:00	bTV Holiday: Animated Movie	1 732	4.0	433	5.2	332	3.8	451
	Sa	17:00	Movie	2 367	4.5	526	6.0	392	4.2	559
	Sa	19:00	News Hour	4 017	6.5	618	8.8	455	6.0	675
	Sa	20:00	Movie	3 399	5.5	618	7.5	455	5.0	675
	Sa	22:00	Movie	2 163	3.5	618	4.8	455	3.2	675
	Sa	00:00	Movie	557	1.5	371	1.8	302	1.6	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	Two and a half men	650	1.5	433	2.0	332	1.4	451
	Su	08:00	This Sunday	1 299	3.0	433	3.9	332	2.9	451
	Su	11:00	Wanted	1 516	3.5	433	4.6	332	3.4	451
	Su	12:00	12 o'clock News	1 949	4.5	433	5.9	332	4.3	451
	Su	12:30	The Unfamiliar	1 732	4.0	433	5.2	332	3.8	451
	Su	13:00	Movie	1 732	4.0	433	5.2	332	3.8	451
	Su	15:00	bTV Holiday: Animated Movie	1 732	4.0	433	5.2	332	3.8	451
	Su	17:00	120 Minutes	2 893	5.5	526	7.4	392	5.2	559
	Su	19:00	News Hour	5 253	8.5	618	11.5	455	7.8	675
	Su	20:00	Movie	5 253	8.5	618	11.5	455	7.8	675
	Su	22:00	Movie	4 017	6.5	618	8.8	455	6.0	675
	Su	00:00	Movie	742	2.0	371	2.5	302	2.1	352
	Su	02:00	Night Program	154	1.0	154	1.1	135	1.1	138

**Rate Card for the Thematic TV Channels of BTV Media Group EAD  
Valid from July 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
	178	170	151	53	15

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	0.47	0.45	0.40	0.14	0.04
Women 25-54	0.62	0.59	0.52	0.18	0.05
Men 18-49	0.45	0.43	0.38	0.13	0.04

**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