



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

Rate Card bTV
Valid from Apr 1 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 374	Night Program 374	Night Program 374	Night Program 374	Night Program 374	Cartoons 936	Cartoons 936	6:00
6:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Documentary	Documentary	6:30
7:00						936	936	7:00
7:30						Friends 1 872	Friends 1 872	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3 744	3 744	3 744	3 744	3 744			9:00
9:30	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			9:30
10:00								10:00
10:30						3 744	3 744	10:30
11:00						Cool-T	Wanted	11:00
11:30	3 276	3 276	3 276	3 276	3 276	3 276	4 212	11:30
12:00	News 4 212	News 4 212	News 4 212	News 4 212	News 4 212	News 4 212	News 4 212	12:00
12:30	The Late Night Show /re-run/	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Unfamiliar	Pets	12:30
13:00	3 276	3 276	3 276	3 276	3 276	3 744	4 212	13:00
13:30	Series	Series	Series	Series	Series	Movie	Movie	13:30
14:00								14:00
14:30	3 276	3 276	3 276	3 276	3 276	3 276	4 212	14:30
15:00	Series	Series	Series	Series	Series	True Stories	True Stories	15:00
15:30	3 276	3 276	3 276	3 276	3 276	3 276	3 276	15:30
16:00	Series	Series	Series	Series	Series	Marmalad	Help 112!	16:00
16:30	3 276	3 276	3 276	3 276	3 276		3 744	16:30
17:00	News 5 305	News 5 305	News 5 305	News 5 305	News 5 305		120 Minutes	17:00
17:30	Face to face 5 836	Face to face 5 836	Face to face 5 836	Face to face 5 836	Face to face 5 836	4 212		17:30
18:00	Series	Series	Series	Series	Series	Second Plan		18:00
18:30	6 366	6 366	6 366	6 366	6 366	6 366	6 897	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	13 728	13 728	13 728	13 728	13 728	11 856	13 104	19:30
20:00	Evermore	Evermore	Evermore	Evermore	Evermore	Movie	The Voice	20:00
20:30	13 104	13 104	13 104	13 104	13 104			20:30
21:00	The Crisis COVID-19: All You Need to Know	Masterchef	Wife Swap (re-run)	The Crisis COVID-19: All You Need to Know	Capital Hillbillies (re-run)		19 344	21:00
21:30			12 480				Movie	21:30
22:00	The Late Night Show	13 728	The Late Night Show	The Late Night Show		9 984		22:00
22:30	8 736	The Late Night Show	8 736	8 736	13 104	Movie		22:30
23:00	Late News 6 864	8 736	Late News 6 864	Late News 6 864	Late News 6 864		9 984	23:00
23:30	Series	Late News 6 864	Series	Series	Series		Movie	23:30
0:00	3 120	Series	3 120	3 120	3 120	6 240		0:00
0:30	Series	1 968	Series	Series	Series	Movie		0:30
1:00	1 181	Series	1 181	1 181	1 181			1:00
1:30	House Arrest 787	1 181	House Arrest 787	House Arrest 787	House Arrest 787	1 574	3 744	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	374	374	374	374	374	374	374	6:00

bTV Media Group

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www.btv.bg



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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	6:30	Face to Face (re-run)	1 872	2.0	936	2.5	753	2.0	930
13.04.2020	M-F	6:30	Morning Show	3 744	4.0	936	5.0	753	4.0	930
	M-F	7:00	Morning Show	3 744	4.0	936	5.0	753	4.0	930
	M-F	9:30	Late Morning Show	3 276	3.5	936	4.4	753	3.5	930
	M-F	12:00	12 o'clock News	4 212	4.5	936	5.6	753	4.5	930
	M-F	12:30	The Late Night Show (re-run)	3 276	3.5	936	4.4	753	3.5	930
17.04. & 20.04.2020	F-Mon	12:30	Movie	3 276	3.5	936	4.4	753	3.5	930
	M-F	13:30	Series	3 276	3.5	936	4.4	753	3.5	930
17.04. & 20.04.2020	F-Mon	14:30	Movie	3 276	3.5	936	4.4	753	3.5	930
	M-F	15:00	Series	3 276	3.5	936	4.4	753	3.5	930
20.04.2020	M	16:00	Movie	3 276	3.5	936	4.4	753	3.5	930
	M-F	16:00	Series	3 276	3.5	936	4.4	753	3.5	930
	M-F	17:00	17 o'clock News	5 305	5.0	1061	6.0	879	5.0	1069
17.04.2020	F	17:00	Movie	5 305	5.0	1061	6.0	879	5.0	1069
	M-F	17:30	Face to Face	5 836	5.5	1061	6.6	879	5.5	1069
	M-F	18:00	Series	6 366	6.0	1061	7.2	879	6.0	1069
	M-F	19:00	News Hour	13 728	11.0	1248	13.1	1048	10.8	1268
	M-F	20:00	Evermore	13 104	10.5	1248	12.5	1048	10.3	1268
02.04.2020	M,Th	21:00	The Crisis COVID-19: All You Need to Know	0	0.0	1248	0.0	1048	0.0	1268
	Tue	21:00	MasterChef	13 728	11.0	1248	13.1	1048	10.8	1268
	W	21:00	Wife Swap (re-run)	12 480	10.0	1248	11.9	1048	9.8	1268
	F	21:00	Capital Hillbillies (re-run)	13 104	10.5	1248	12.5	1048	10.3	1268
	M-Th	22:00	The Late Night Show	8 736	7.0	1248	8.3	1048	6.9	1268
	Tue	22:30	The Late Night Show	8 736	7.0	1248	8.3	1048	6.9	1268
	M-F	23:00	Late News	6 864	5.5	1248	6.5	1048	5.4	1268
	Tue	23:30	Late News	6 864	5.5	1248	6.5	1048	5.4	1268
	M-F	23:30	Series	3 120	2.5	1248	3.0	1048	2.5	1268
	Tue	0:00	Series	1 968	2.5	787	2.7	740	2.7	736
	M-F	0:30	Series	1 181	1.5	787	1.6	740	1.6	736
	Tue	1:00	Series	1 181	1.5	787	1.6	740	1.6	736
	M-F	1:30	House Arrest	787	1.0	787	1.1	740	1.1	736
	M-F	2:00	Night Program	374	1.0	374	1.2	310	1.0	379

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	936	1.0	936	1.2	753	1.0	930
	Sa	6:30	Documentary	936	1.0	936	1.2	753	1.0	930
	Sa	7:30	Friends	1 872	2.0	936	2.5	753	2.0	930
	Sa	8:00	This Saturday	3 744	4.0	936	5.0	753	4.0	930
	Sa	11:00	Cool-T	3 276	3.5	936	4.4	753	3.5	930
	Sa	12:00	12 o'clock News	4 212	4.5	936	5.6	753	4.5	930
	Sa	12:30	The Unfamiliar	3 744	4.0	936	5.0	753	4.0	930
18.04.2020	Sa	12:30	Treasures of Bulgaria	3 744	4.0	936	5.0	753	4.0	930
	Sa	13:00	Movie	3 276	3.5	936	4.4	753	3.5	930
04.04. & 18.04.2020	Sa	14:30	Alaminute	3 276	3.5	936	4.4	753	3.5	930
	Sa	15:00	True Stories (re-run)	3 276	3.5	936	4.4	753	3.5	930
	Sa	16:00	Marmalade	4 212	4.5	936	5.6	753	4.5	930
	Sa	18:00	Second Plan	6 366	6.0	1061	7.2	879	6.0	1069
	Sa	19:00	News Hour	11 856	9.5	1248	11.3	1048	9.4	1268
	Sa	20:00	Movie	9 984	8.0	1248	9.5	1048	7.9	1268
	Sa	22:30	Movie	6 240	5.0	1248	6.0	1048	4.9	1268
18.04.2020	Sa	23:00	Movie	4 368	3.5	1248	4.2	1048	3.4	1268
	Sa	0:30	Movie	1 574	2.0	787	2.1	740	2.1	736
	Sa	2:00	Night Program	374	1.0	374	1.2	310	1.0	379

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	936	1.0	936	1.2	753	1.0	930
	Su	6:30	Documentary	936	1.0	936	1.2	753	1.0	930
	Su	7:30	Friends	1 872	2.0	936	2.5	753	2.0	930
	Su	8:00	This Sunday	3 744	4.0	936	5.0	753	4.0	930
	Su	11:00	Wanted	4 212	4.5	936	5.6	753	4.5	930
	Su	12:00	12 o'clock News	4 212	4.5	936	5.6	753	4.5	930
	Su	12:30	Pets	4 212	4.5	936	5.6	753	4.5	930
	Su	13:00	Movie	4 212	4.5	936	5.6	753	4.5	930
19.04.2020	Su	15:00	Movie	4 212	4.5	936	5.6	753	4.5	930
	Su	15:30	True Stories (re-run)	3 276	3.5	936	4.4	753	3.5	930
	Su	16:30	Help 112! (re-run)	3 744	4.0	936	5.0	753	4.0	930
	Su	17:00	120 Minutes	6 897	6.5	1061	7.8	879	6.5	1069
	Su	19:00	News Hour	13 104	10.5	1248	12.5	1048	10.3	1268
	Su	20:00	The Voice	19 344	15.5	1248	18.5	1048	15.3	1268
	Su	21:30	Movie	9 984	8.0	1248	9.5	1048	7.9	1268
	Su	23:30	Movie	3 744	3.0	1248	3.6	1048	3.0	1268
26.04.2020	Su	0:00	Movie	1 574	2.0	787	2.1	740	2.1	736
	Su	2:00	Night Program	374	1.0	374	1.2	310	1.0	379

bTV Media Group

Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Apr 1 2020

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	286	211	312	67	10
Prime Access	429	477	515	76	29
Prime Time	1179	1224	887	146	79
Late Fringe	369	326	347	78	43
Night Time			74		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
	484	449	502	90	36

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 2020. 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	0.50	0.56	0.10	0.04
Women 25-54	0.65	0.60	0.67	0.12	0.05
Men 18-49	0.54	0.50	0.56	0.10	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.

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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 AA Form	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame for 30' spot	110%	110%	30
3"+4" Break IDs	110%	110%	7
3"+4" x Break Ids + VO	130%	130%	7
Content Split	130%	130%	10
Countdown	80%	100%	10
Skyscraper	80%	100%	10
Cut-in	80%	100%	10
Branded Bug	70%	100%	10
Branded Promo-bug	70%	100%	10
Paid Report	75%	75%	60 - 120
Premium Launch of Campaign with 30' spot	150%	150%	30

Price Surcharges	Price Surcharge Coeff
Break	10%
First in Break (FIB)	30%
Last in Break (LIB)	30%
Second in Break (SIB)	15%
Before Last in Break (BLIB)	15%
Break & FIB	40%
Break & LIB	40%
Top & Tail	35%
Tandem Spot	20%

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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