



Rate Card bTV  
Valid from Apr 1 2015

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 130	Night Program 130	Night Program 130	Night Program 130	Night Program 130	Cartoons 269	Cartoons 269	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Agro Forum 432	Cartoons 269	06:30
07:00						The Unknown 864	Series	07:00
07:30						Miastoto BG 1 080	498	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	1 488	1 488	1 488	1 488	1 488			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						1 816	1 816	10:30
11:00						Cool T	Wanted	11:00
11:30	878	878	878	878	878	1 512	1 944	11:30
12:00	News 1 292	News 1 292	News 1 292	News 1 292	News 1 292	News 1 816	News 2 043	12:00
12:30	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Slavi Show RR	Home Wars 1 512	Home Wars 1 728	12:30
13:00	1 229	1 229	1 229	1 229	1 229	Movie	Movie	13:00
13:30	Series 807	Series 807	Series 807	Series 807	Series 807			13:30
14:00								14:00
14:30	Series 807	Series 807	Series 807	Series 807	Series 807			14:30
15:00						1 162	1 162	15:00
15:30	Series 807	Series 807	Series 807	Series 807	Series 807	Marmalad	Documentary 1 512	15:30
16:00						1 728	True Stories	16:00
16:30	1 328	1 328	1 328	1 328	1 328	Pay It Forward	1 944	16:30
17:00	News 2 270	News 2 270	News 2 270	News 2 270	News 2 270		120 Minutes	17:00
17:30	Face to Face 2 043	Face to Face 2 043	Face to Face 2 043	Face to Face 2 043	Face to Face 2 043			17:30
18:00	Series	Series	Series	Series	Series			18:00
18:30	1 826	1 826	1 826	1 826	1 826	2 160	2 863	18:30
19:00	News	News	News	News	News	2 160	News	19:00
19:30	6 532	6 532	6 532	6 532	6 532	5 680	6 248	19:30
20:00	The Return	The Return	The Return	The Return	The Return	Movie	Got Talent	20:00
20:30								20:30
21:00	6 734	6 734	6 734	6 734	6 734			21:00
21:30	Got Talent	Masterchef	Masterchef	Masterchef	Citizens in Excess		9 063	21:30
22:00						4 662		22:00
22:15	9 063	9 063	9 063	9 063	9 063	The Comedians	Paparazzi	22:15
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show			22:30
23:00						5 240	4 716	23:00
23:15	4 454	4 454	4 454	4 454	4 454	Movie	Movie	23:15
23:30	Late News 2 755	Late News 2 755	Late News 2 755	Late News 2 755	Late News 2 755			23:30
00:00	Series	Series	Series	Series	Series			00:00
00:30	908	908	908	908	908	2 510	2 008	00:30
01:00	Series	Series	Series	Series	Series	Movie	Movie	01:00
01:15								01:15
01:30	545	545	545	545	545	545	545	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	130	130	130	130	130	130	130	06:00



bTV Media Group



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On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	06:30	Morning Show	1 488	3.5	425	4.5	331	3.3	454
	M-F	09:30	Late Morning Show	1 053	3.0	351	3.9	273	2.8	375
	M-F	12:00	12 o'clock News	1 292	3.5	369	4.5	287	3.3	394
	M-F	12:30	Slavi's Show (re-run)	1 229	3.5	351	4.5	273	3.3	375
10,13.04.2015	M-F	12:30	Concert	1 229	3.5	351	4.5	273	3.3	375
	M-F	13:30	Series	807	3.0	269	3.8	210	2.8	287
10,13.04.2015	M-F	14:00	Movie	807	3.0	269	3.8	210	2.8	287
	M-F	14:30	Series	807	3.0	269	3.8	210	2.8	287
10,13.04.2015	M-F	16:00	True Stories	1 296	3.0	432	3.9	334	2.8	460
	M-F	15:30	Series	1 328	4.0	332	5.2	257	3.8	354
10,13.04.2015	M-F	17:00	Movie	996	3.0	332	3.9	257	2.8	354
	M-F	17:00	17 o'clock News	2 270	5.0	454	6.5	351	4.7	484
	M-F	17:30	Face to Face	2 043	4.5	454	5.8	351	4.2	484
	M-F	18:00	Series	1 826	5.5	332	7.1	257	5.2	354
	M-F	19:00	News Hour	6 532	11.5	568	14.2	459	10.4	628
	M-F	20:00	The Return	6 734	13.0	518	16.1	418	11.8	573
13.04.2015	M	21:30	True Stories	5 400	10.0	540	12.4	436	9.0	597
	M	21:30	Got Talent	9 063	14.5	625	17.9	505	13.1	691
	Tu-Th	21:30	Masterchef	9 063	14.5	625	17.9	505	13.1	691
	F	21:30	Citizens In Excess	9 672	14.5	667	18.0	538	13.1	737
	M-F	22:30	Slavi's Show	4 454	8.5	524	10.5	424	7.9	566
	M-F	23:30	Late News	2 755	5.0	551	6.2	445	4.6	596
	M-F	00:00	Series	908	2.5	363	3.1	293	2.5	367
	M-F	01:00	Series	545	1.5	363	1.9	293	1.5	367
	M-F	02:00	Night Program	130	1.0	130	1.3	103	0.8	167

On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	269	1.0	269	1.3	202	0.9	294
	Sa	06:30	Agro Forum	432	1.0	432	1.3	324	0.9	473
	Sa	07:00	The Unknown	864	2.0	432	2.7	324	1.8	473
	Sa	07:30	Miastoto BG	1 080	2.5	432	3.3	324	2.3	473
	Sa	08:00	This Saturday	1 816	4.0	454	5.3	340	3.7	497
	Sa	11:00	Cool-T	1 512	3.5	432	4.7	324	3.2	473
	Sa	12:00	12 o'clock News	1 816	4.0	454	5.3	340	3.7	497
	Sa	12:30	Home Wars	1 512	3.5	432	4.7	324	3.2	473
	Sa	13:00	Movie	1 162	3.5	332	4.7	249	3.2	363
	Sa	15:00	Marmalad	1 728	4.0	432	5.3	324	3.7	473
	Sa	16:30	Pay It Forward	2 160	5.0	432	6.6	327	4.6	473
	Sa	18:30	Lottery Game	2 160	5.0	432	6.6	327	4.6	473
	Sa	19:00	News Hour	5 680	10.0	568	12.4	458	9.7	587
	Sa	20:00	Movie	4 662	9.0	518	11.2	417	8.7	535
	Sa	22:00	The Comedians	5 240	10.0	524	12.0	436	9.7	539
	Sa	23:00	Movie	2 510	5.0	502	6.0	418	4.9	516
	Sa	01:00	Movie	545	1.5	363	1.7	316	1.6	335
	Sa	02:00	Night Program	130	1.0	130	1.2	106	1.1	120

On/From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Cartoons	269	1.0	269	1.3	202	0.9	294
	Su	06:30	Cartoons	269	1.0	269	1.3	202	0.9	294
	Su	07:00	Series	498	1.5	332	2.0	249	1.4	363
	Su	08:00	This Sunday	1 816	4.0	454	5.3	340	3.7	497
	Su	11:00	Wanted	1 944	4.5	432	6.0	324	4.1	473
	Su	12:00	12 o'clock News	2 043	4.5	454	6.0	340	4.1	497
	Su	12:30	Home Wars	1 728	4.0	432	5.3	324	3.7	473
	Su	13:00	Movie	1 162	3.5	332	4.7	249	3.2	363
	Su	15:00	Documentary	1 512	3.5	432	4.7	324	3.2	473
	Su	16:00	True Stories	1 944	4.5	432	5.9	327	4.1	473
	Su	17:00	120 Minutes	2 863	7.0	409	9.3	309	6.4	448
	Su	19:00	News Hour	6 248	11.0	568	13.6	458	10.6	587
12.04.2015	Su	20:00	Movie	5 180	10.0	518	12.4	417	9.7	535
	Su	20:00	Got Talent	9 063	14.5	625	17.9	505	13.1	691
	Su	22:00	Paparazzi	4 716	9.0	524	10.8	436	8.7	539
	Su	23:00	Movie	2 008	4.0	502	4.8	418	3.9	516
	Su	01:00	Movie	545	1.5	363	1.7	316	1.6	335
	Su	02:00	Night Program	130	1.0	130	1.2	106	1.1	120



## Rate Card for the Thematic TV Channels of BMG Valid as of Apr 1 2015

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

Time Zone	From	To	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	Ring.BG	Cartoon Network	Fiesta TV
DT	06:00	16:00	125	75	100	15	20	55	15
PA	16:00	19:00	175	105	140	20	30	75	20
PT	19:00	00:00	250	150	200	25	40	105	25
LF	00:00	02:00	210	130	170	20	35	-	20
N	02:00	06:00	-	-	30	-	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

Package Level	Gross Budget		Price for 30"						
	From	To	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	Ring.BG	Cartoon Network	Fiesta TV
1	2 000	7 500	174	104	139	17	26	96	17
2	7 501	12 500	152	91	122	15	23	84	15
3	Above 12 500		130	78	105	13	20	72	13

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.

In order to use the package prices, the budget should be used within a four-week period. If the campaign exceeds the four-week period, the amount should be proportionally increased with the amount of the exceeding period.

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.BG	Cartoon Network	Fiesta TV
	All 18-49	0.40	0.24	0.32			
Women 25-54	0.50	0.30	0.40	0.05	0.08	0.28	-
Men 18-49	0.37	0.22	0.30	0.04	0.06	-	-
Kids 4-17	-	-	-	-	-	0.76	-

### 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.



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## Indexes & Coefficients

Price For:	Equals:
5" spot	40% x 30" Price
10" spot	60% x 30" Price
15" spot	75% x 30" Price
20" spot	90% x 30" Price
25" spot	95% x 30" Price
30" spot	100% x 30" Price
35" spot	120% x 30" Price
40" spot	140% x 30" Price
45" spot	160% x 30" Price
50" spot	180% x 30" Price
55" spot	190% x 30" Price
60" spot	200% x 30" Price

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"	Index to 30" NC	Max Lengths in
7"+7" Sponsorship tags	100%	100%	14
Sponsored Promo	60%	100%	15
3"+4" Break IDs	100%	100%	7
3"+4" x Break Ids + VO	120%	100%	7
Content Split	120%	100%	10
Credit Split	110%	100%	10
Countdown	70%	100%	10
Skyscraper	70%	100%	10
Cut-in	70%	100%	10
Crawl	40%	100%	15
Branded Bug	50%	100%	10
Branded Promo-bug	50%	100%	10

Price Surcharges	Price Surcharge
Break	10%
First in Break (FIB)	20%
Last in Break (LIB)	20%
Break & FIB	30%
Break & LIB	30%
Top & Tail	25%

Time Zones	
Day Time	06:00 - 16:00
Prime Access	16:00 - 19:00
Prime Time	19:00 - 00:00
Late Fringe	00:00 - 02:00
Night	02:00 - 06:00



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