



Rate Card bTV
Valid from May 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 1 488	Morning Show 1 488	Morning Show 1 488	Morning Show 1 488	Morning Show 1 488	Agro Forum 432	Cartoons 269	06:30						
07:00						Wild Fly 864	Series	07:00						
07:30						Miastoto BG 1 080	498	07:30						
08:00	Late Morning Show 1 488	Late Morning Show 1 488	Late Morning Show 1 488	Late Morning Show 1 488	Late Morning Show 1 488	This Saturday	This Sunday	08:00						
08:30						Cool T 1 296	Wanted 1 512	08:30						
09:00								1 589	1 816	09:00				
09:30	News 1 476	News 1 476	News 1 476	News 1 476	News 1 476	News 1 589	News 2 043	09:30						
10:00						Slavi Show RR 1 229	Slavi Show RR 1 229	Slavi Show RR 1 229	Slavi Show RR 1 229	A La Minute 1 512	A La Minute 1 728	10:00		
10:30										Series 807	Series 807	Series 807	Series 807	Movie 1 162
11:00	Series 807	Series 807	Series 807	Series 807	Marmalad 1 512									
11:30	Series 1 328	Series 1 328	Series 1 328	Series 1 328	Series 1 328	Pay It Forward 1 728	True Stories 2 160	11:30						
12:00								News 2 043	News 2 043	News 2 043	News 2 043	120 Minutes 1 944	2 454	12:00
12:30								Face to Face 2 043	Face to Face 2 043	Face to Face 2 043	Face to Face 2 043			12:30
13:00	Series 1 660	Series 1 660	Series 1 660	Series 1 660	Series 1 660	Lottery game 1 944	News 5 396	13:00						
13:30								News 6 248	News 6 248	News 6 248	News 6 248	The Return 6 475	Got Talent 8 750	13:30
14:00								The Return 6 475	The Return 6 475	The Return 6 475	The Return 6 475	The Return 6 475	Citizens in Excess 9 338	Got Talent 8 750
14:30	Got Talent 8 750	Masterchef 8 438	Masterchef 8 438	Masterchef 8 438	Masterchef 8 438	Slavi's Show 5 764	Paparazzi 4 978	14:30						
15:00								Series 908	Series 908	Series 908	Series 908	Series 908	Series 908	15:00
15:30								Series 908	Series 908	Series 908	Series 908	Series 908	Series 908	15:30
16:00	Slavi's Show 4 454	Slavi's Show 4 454	Slavi's Show 4 454	Slavi's Show 4 454	Slavi's Show 4 454	Movie 5 764	Movie 4 978	16:00						
16:30								Late News 2 755	Late News 2 755	Late News 2 755	Late News 2 755	Late News 2 755	Late News 2 755	16:30
17:00								Series 908	Series 908	Series 908	Series 908	Series 908	Series 908	Series 908
17:30	Series 545	Series 545	Series 545	Series 545	Series 545	Movie 545	Movie 545	17:30						
18:00								Night Program 130	Night Program 130	Night Program 130	Night Program 130	Night Program 130	Night Program 130	18:00
18:30								Night Program 130	Night Program 130	Night Program 130	Night Program 130	Night Program 130	Night Program 130	Night Program 130



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	4.3	344	3.3	452
	M-F	09:30	Late Morning Show	1 053	3.0	351	3.7	284	2.8	373
	M-F	12:00	12 o'clock News	1 476	4.0	369	4.9	299	3.8	392
	M-F	12:30	Slavi's Show (re-run)	1 229	3.5	351	4.3	284	3.3	373
01.05.2015	F	12:30	Movie	942	3.5	269	4.3	218	3.3	286
06.05.2015	W	12:30	Concert	1 229	3.5	351	4.3	284	3.3	373
	M-F	13:30	Series	807	3.0	269	3.7	218	2.8	286
06.05.2015	W	14:00	Movie	807	3.0	269	3.7	218	2.8	286
01.05.2015	F	14:30	Documentary Orfei	1 053	3.0	351	3.7	284	2.8	373
	M-F	14:30	Series	807	3.0	269	3.7	218	2.8	286
01.05.2015	F	15:30	True Stories	1 512	3.5	432	4.6	327	3.2	477
	M-F	15:30	Series	1 328	4.0	332	5.3	251	3.6	367
01;06.05.2015	F;W	16:30	Movie	1 162	3.5	332	4.6	251	3.2	367
	M-F	17:00	17 o'clock News	2 043	4.5	454	5.9	344	4.1	501
	M-F	17:30	Face to Face	2 043	4.5	454	5.9	344	4.1	501
	M-F	18:00	Series	1 660	5.0	332	6.6	251	4.5	367
	M-F	19:00	News Hour	6 248	11.0	568	13.4	468	10.2	615
	M-F	20:00	The Return	6 475	12.5	518	15.2	427	11.5	561
	M	21:30	Got Talent	8 750	14.0	625	17.0	515	12.9	677
	Tu-Th	21:30	Masterchef	8 438	13.5	625	16.4	515	12.5	677
	F	21:30	Citizens In Excess	9 338	14.0	667	17.0	550	12.9	722
	M-F	22:30	Slavi's Show	4 454	8.5	524	10.0	445	8.3	536
	M-F	23:30	Late News	2 755	5.0	551	5.9	468	4.9	564
	M-F	00:00	Series	908	2.5	363	3.3	272	2.5	363
	M-F	01:00	Series	545	1.5	363	2.0	272	1.5	363
	M-F	02:00	Night Program	130	1.0	130	1.4	95	0.9	149

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	209	0.9	285
	Sa	06:30	Agro Forum	432	1.0	432	1.3	336	0.9	458
	Sa	07:00	Wild Fly	864	2.0	432	2.6	336	1.9	458
	Sa	07:30	Miastoto BG	1 080	2.5	432	3.2	336	2.4	458
	Sa	08:00	This Saturday	1 589	3.5	454	4.5	353	3.3	482
	Sa	11:00	Cool-T	1 296	3.0	432	3.9	336	2.8	458
	Sa	12:00	12 o'clock News	1 589	3.5	454	4.5	353	3.3	482
	Sa	12:30	A La Minute	1 512	3.5	432	4.5	336	3.3	458
	Sa	13:00	Movie	1 162	3.5	332	4.5	258	3.3	352
	Sa	15:00	Marmalad	1 512	3.5	432	4.5	336	3.3	458
	Sa	16:30	Pay It Forward	1 728	4.0	432	5.1	336	3.7	470
	Sa	18:30	Lottery Game	1 944	4.5	432	5.8	336	4.1	470
	Sa	19:00	News Hour	5 396	9.5	568	11.5	469	8.6	626
	Sa	20:00	Movie	5 180	10.0	518	12.1	428	9.1	571
	Sa	22:00	The Comedians	5 764	11.0	524	13.5	426	10.4	552
	Sa	23:00	Movie	2 510	5.0	502	6.2	408	4.7	529
	Sa	01:00	Movie	545	1.5	363	2.0	275	1.4	395
	Sa	02:00	Night Program	130	1.0	130	1.3	104	1.0	130

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	209	0.9	285
	Su	06:30	Cartoons	269	1.0	269	1.3	209	0.9	285
	Su	07:00	Series	498	1.5	332	1.9	258	1.4	352
	Su	08:00	This Sunday	1 816	4.0	454	5.1	353	3.8	482
	Su	11:00	Wanted	1 512	3.5	432	4.5	336	3.3	458
	Su	12:00	12 o'clock News	2 043	4.5	454	5.8	353	4.2	482
	Su	12:30	A La Minute	1 728	4.0	432	5.1	336	3.8	458
	Su	13:00	Movie	1 162	3.5	332	4.5	258	3.3	352
	Su	15:00	Documentary	1 512	3.5	432	4.5	336	3.3	458
	Su	16:00	True Stories	2 160	5.0	432	6.4	336	4.6	470
	Su	17:00	120 Minutes	2 454	6.0	409	7.7	318	5.5	445
	Su	19:00	News Hour	6 248	11.0	568	13.3	469	10.0	626
	Su	20:00	Got Talent	8 750	14.0	625	17.0	515	12.9	677
	Su	22:00	Paparazzi	4 978	9.5	524	11.7	426	9.0	552
	Su	23:00	Movie	2 008	4.0	502	4.9	408	3.8	529
24.05.2015	Su	23:00	Concert Ruth Koleva	1 310	2.5	524	3.1	426	2.4	552
	Su	01:00	Movie	545	1.5	363	2.0	275	1.4	395
	Su	02:00	Night Program	130	1.0	130	1.3	104	1.0	130



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Rate Card for the Thematic TV Channels of BMG Valid as of May 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	96	80	99	17	10	56	17
PA	16:00	19:00	134	112	139	24	10	78	24
PT	19:00	00:00	192	159	199	34	13	112	34
LF	00:00	02:00	165	137	170	29	11	-	29
N	02:00	06:00	-	-	31	-	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	130	109	135	23	13	95	23
2	7 501	12 500	114	95	118	20	12	83	20
3	Above 12 500		98	81	101	17	10	71	17

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	0.29	0.24	0.30			
Women 25-54	0.36	0.30	0.37	0.06	0.02	0.26	-
Men 18-49	0.27	0.23	0.28	0.05	0.02		-
Kids 4-17	-	-	-	-	-	0.71	-

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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