



To: Advertisers and advertising agencies
Date: Dec 14 2015
Re: Seasonal Promotions Winter 2016

Dear Colleagues,

We are happy to announce our promotional campaigns for the Winter of 2016, which will be valid for all TV Channels of bTV Media Group (BMG): the main TV channel – bTV and the thematic Channels - bTV Comedy, bTV Cinema, bTV Action, bTV Lady and RING.BG, as well as, for any new TV channels, provided that BMG launches such during the promotional period:

Option 1: Regular seasonal promotion (January 01 – February 28 2016)

This option is valid for all clients of BMG:

Planning /Period	January 2016	February 2016
Package buy	120%	100%
Independent planning	60%	50%

In case that you buy a package for bTV planned by the Sales Department of the Media or a package according to the official order templates for BMG's Niche TV Channels in the period between Jan 1 and Feb 28 2016 you will be entitled to receive bonus airings amounting to 120% in January and 100% in February, over the number of ordered paid spots, which we will position in the course of the campaigns in the respective TV channels. You will be entitled to receive all discounts for BMG, with the exception of the Package Discount in bTV.

If you choose the option to plan your flights independently, you will receive bonus airings amounting to 60% in January and 50% in February, over the number of ordered paid spots, which we will position in the course of the campaigns in the respective TV channels. You will be entitled to receive all regular discounts for BMG, with the exception of the Package Discount in all TV channels.

Option 2: Exclusive TV promotion "Winter 2016" (January 01 – March 31 2016)

This option is valid both for independent planning and/or package buy, for:

1. Clients who were not active on BMGs TV channels within the period Jan 1 - Mar 31 2015 (valid both on client and/or on brand level).
2. Clients who were active on BMGs TV channels within the period Jan 1 - Mar 31 2015 and guarantee to maintain same level of gross investment in BMG for the period Jan 1 - Mar 31 2016 (valid both on client and/or on brand level).



3. Clients who were active on BMGs TV channels within the period Jan 1 - Mar 31 2015 and guarantee to increase with minimum 25% their level of gross investment in BMG for the period Jan 1 - Mar 31 2016 (valid both on client and/or on brand level).
4. Clients who were active on BMGs TV channels within the period Jan 1 - Mar 31 2015 and guarantee to increase with minimum BGN 80 000 excl. VAT their level of gross investment in BMG for the period Jan 1 - Mar 31 2016 (valid both on client and/or on brand level).

In case you comply with these conditions, you will receive the following bonus airings in all TV Channels of BMG, over the number of ordered paid spots for the respective campaigns, which we will position in the course of the campaigns in the respective TV channels.

For clients complying with the conditions as per	Jan 2016	Feb 2016	Mar 2016
1 or 2	130%	110%	30%
3 or 4	150%	130%	50%

In case that you buy a package for bTV planned by the Sales Department of the Media or a package according to the official order templates for BMG's Niche TV Channels, you will be entitled to receive all discounts for BMG, with the exception of the Package Discount in bTV.

If you choose the option to plan your flights independently, you will be entitled to receive all regular discounts for BMG, with the exception of the Package Discount in all TV channels.

In case that the guaranteed TV budget in BMG as per 2, 3 or 4 is not achieved, Option 2 shall not apply and Client shall recover the amount equivalent to the difference between the value of the bonus spots granted to Client under Option 2 and the value which is equal to the percentage of bonus spots, which would have been given to Client under Option 1, depending on its' planning (Package buy or Independent planning).

NB! Please, have in mind that promotional Option 1 and Option 2 are mutually exclusive and are valid until total sell-out of the promotional airtime determined by the Sales Department of BMG.

If you are interested in our offers, please, do not hesitate to contact us with further enquiries.

Best regards,
bMG Sales Department