



Rate Card bTV
Valid from Jan 1 2022

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Cartoons	Cartoons	6:00
6:30						768	768	6:30
7:00						Friends	Friends	7:00
7:30						1 920	1 920	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3 072	3 072	3 072	3 072	3 072			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								10:30
11:00								11:00
11:30	3 456	3 456	3 456	3 456	3 456	3 456	3 456	11:30
12:00	News 3 456	News 3 456	News 3 456	News 3 456	News 3 456	News 3 456	News 3 456	12:00
12:30	The Comedians and Friends /re-run/ 3 072	The Comedians and Friends /re-run/ 3 072	The Comedians and Friends /re-run/ 3 072	The Comedians and Friends /re-run/ 3 072	The Comedians and Friends /re-run/ 3 072	Cool-T 3 456	Wanted 3 456	12:30
13:00								13:00
13:30	Who Wants To Be A Millionaire (re-run) 3 456	Who Wants To Be A Millionaire (re-run) 3 456	Who Wants To Be A Millionaire (re-run) 3 456	Who Wants To Be A Millionaire (re-run) 3 456	Who Wants To Be A Millionaire (re-run) 3 456	Treasures of Bulgaria (re-run) 3 072	The Unfamiliar (re-run) 3 456	13:30
14:00						Movie	Movie	14:00
14:30	The Late Night Show (re-run) 3 456	The Late Night Show (re-run) 3 456	The Late Night Show (re-run) 3 456	The Late Night Show (re-run) 3 456	The Late Night Show (re-run) 3 456			14:30
15:00	Series 2 688	Series 2 688	Series 2 688	Series 2 688	Series 2 688	3 072	3 456	15:00
15:30								15:30
16:00	Series 2 688	Series 2 688	Series 2 688	Series 2 688	Series 2 688	Marmalade	Series 3 456	16:00
16:30								16:30
17:00	News 5 220	News 5 220	News 5 220	News 5 220	News 5 220		120 Minutes	17:00
17:30	Face to face 6 090	Face to face 6 090	Face to face 6 090	Face to face 6 090	Face to face 6 090	3 072		17:30
18:00	Who Wants To Be A Millionaire 6 960	Who Wants To Be A Millionaire 6 960	Who Wants To Be A Millionaire 6 960	Who Wants To Be A Millionaire 6 960	Who Wants To Be A Millionaire 6 960	Home Makeover (re-run) 5 655	6 525	18:00
18:30								18:30
19:00	News 11 776	News 11 776	News 11 776	News 11 776	News 11 776	News 10 752	News 10 752	19:00
19:30								19:30
20:00	Forbidden fruit 10 752	Forbidden fruit 10 752	Forbidden fruit 10 752	Forbidden fruit 10 752	Sunny Beach (re-run) 10 752	Movie 10 240	Movie 10 240	20:00
20:30								20:30
21:00	Vlad 9 728	Vlad 9 728	Vlad 9 728	Vlad 9 728				21:00
21:30								21:30
22:00	The Late Night Show 7 168	The Late Night Show 7 168	The Late Night Show 7 168	The Late Night Show 7 168	The Late Night Show 7 168	Movie 5 632		22:00
22:30	Late News 5 632	Late News 5 632	Late News 5 632	Late News 5 632	Late News 5 632			22:30
23:00	Series 3 584	Series 3 584	Series 3 584	Series 3 584	Series 3 584			23:00
23:30	Series 1 613	Series 1 613	Series 1 613	Series 1 613	Series 1 613			23:30
0:00	Series 1 290	Series 1 290	Series 1 290	Series 1 290	Series 1 290	1 935	2 258	0:00
0:30	Night Program 308	Night Program 308	Night Program 308	Night Program 308	Night Program 308	Night Program 308	Night Program 308	0:30
1:00								1:00
1:30								1:30
2:00								2:00
6:00								6:00



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Valid from Jan 1 2022

To/From	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:00	Morning Show	3 072	4.0	768	5.3	579	4.4	693	3.9	784
03.01.2022	M	6:00	Animated Movie	2 304	3.0	768	4.0	579	3.3	693	2.9	784
03.01.2022	M	7:00	Morning Show	3 072	4.0	768	5.3	579	4.4	693	3.9	784
	M-F	9:30	Late Morning Show	3 456	4.5	768	6.0	579	5.0	693	4.4	784
	M-F	12:00	12 o'clock News	3 456	4.5	768	6.0	579	5.0	693	4.4	784
	M-F	12:30	The Comedians and Friends (re-run)	3 072	4.0	768	5.3	579	4.4	693	3.9	784
03.01.2022	M	13:30	Movie	3 456	4.5	768	6.0	579	5.0	693	4.4	784
04.01.2022	M-F	13:30	Who Wants To Be A Millionaire? (re-run)	3 456	4.5	768	6.0	579	5.0	693	4.4	784
04.01.2022	M-F	14:30	The Late Night Show (re-run)	3 456	4.5	768	6.0	579	5.0	693	4.4	784
	M-F	15:00	Series	2 688	3.5	768	4.6	579	3.9	693	3.4	784
	M-F	16:00	Series	2 688	3.5	768	4.6	579	3.9	693	3.4	784
03.01.2022	M	16:00	Movie	2 688	3.5	768	4.6	579	3.9	693	3.4	784
	M-F	17:00	17 o'clock News	5 220	6.0	870	7.7	679	7.0	745	5.8	903
	M-F	17:30	Face To Face	6 090	7.0	870	9.0	679	8.2	745	6.7	903
	M-F	18:00	Who Wants To Be A Millionaire?	6 960	8.0	870	10.3	679	9.3	745	7.7	903
	M-F	19:00	News Hour	11 776	11.5	1024	14.1	836	13.7	862	10.6	1111
03.01.2022	M	20:00	Movie	10 752	10.5	1024	12.9	836	12.5	862	9.7	1111
	M-F	20:00	Forbidden Fruit	10 752	10.5	1024	12.9	836	12.5	862	9.7	1111
07.01.2022	F	20:00	Sunny Beach (re-run)	10 752	10.5	1024	12.9	836	12.5	862	9.7	1111
04.01.2022	M-TR	21:30	Vlad	9 728	9.5	1024	11.6	836	11.3	862	8.8	1111
07.01.2022	F	22:00	The Comedians and Friends (re-run)	7 168	7.0	1024	8.6	836	8.3	862	6.5	1111
	M-F	22:30	The Late Night Show	7 168	7.0	1024	8.6	836	8.3	862	6.5	1111
	M-F	23:00	Late News	5 632	5.5	1024	6.7	836	6.5	862	5.1	1111
	M-F	23:30	Series	3 584	3.5	1024	4.3	836	4.2	862	3.2	1111
	M-F	0:30	Series	1 613	2.5	645	2.8	567	2.5	636	2.5	645
	M-F	1:00	Series	1 290	2.0	645	2.3	567	2.0	636	2.0	645
	M-F	2:00	Night Program	308	1.0	308	1.3	246	1.0	316	1.0	301

	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	768	1.0	768	1.3	579	1.1	693	1.0	784
	Sa	7:00	Friends	1 920	2.5	768	3.3	579	2.8	693	2.4	784
	Sa	8:00	This Saturday	3 456	4.5	768	6.0	579	5.0	693	4.4	784
01.01.2022	Sa	8:00	Animated Movie	2 304	3.0	768	4.0	579	3.3	693	2.9	784
01.01.2022	Sa	10:00	Concert Stefan Dimov	3 456	4.5	768	6.0	579	5.0	693	4.4	784
	Sa	12:00	12 o'clock News	3 456	4.5	768	6.0	579	5.0	693	4.4	784
01.01.2022	Sa	12:30	Movie	3 456	4.5	768	6.0	579	5.0	693	4.4	784
08.01.2022	Sa	12:30	Cool-T	3 456	4.5	768	6.0	579	5.0	693	4.4	784
08.01.2022	Sa	13:30	Treasures of Bulgaria (re-run)	3 072	4.0	768	5.3	579	4.4	693	3.9	784
01.01.2022	Sa	14:00	Movie	3 072	4.0	768	5.3	579	4.4	693	3.9	784
	Sa	16:00	Marmalade	3 072	4.0	768	5.3	579	4.4	693	3.9	784
	Sa	18:00	Home Makeover (re-run)	5 655	6.5	870	8.3	679	7.6	745	6.3	903
	Sa	19:00	News Hour	10 752	10.5	1024	12.9	836	12.5	862	9.7	1111
	Sa	20:00	Movie	10 240	10.0	1024	12.2	836	11.9	862	9.2	1111
	Sa	22:00	Movie	5 632	5.5	1024	6.7	836	6.5	862	5.1	1111
	Sa	0:00	Movie	1 935	3.0	645	3.4	567	3.0	636	3.0	645
22.01.2022	Sa	1:00	Movie	1 290	2.0	645	2.3	567	2.0	636	2.0	645
	Sa	2:00	Night Program	308	1.0	308	1.3	246	1.0	316	1.0	301

To/From	Day	Time	Program	Price 30"	A 18-49		A 15-64		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	768	1.0	768	1.3	579	1.1	693	1.0	784
	Su	7:00	Friends	1 920	2.5	768	3.3	579	2.8	693	2.4	784
	Su	8:00	This Sunday	3 456	4.5	768	6.0	579	5.0	693	4.4	784
02.01.2022	Su	8:00	Movie	3 072	4.0	768	5.3	579	4.4	693	3.9	784
02.01.2022	Su	10:00	Animated Movie	3 072	4.0	768	5.3	579	4.4	693	3.9	784
	Su	12:00	12 o'clock News	3 456	4.5	768	6.0	579	5.0	693	4.4	784
02.01.2022	Su	12:30	Wanted	3 456	4.5	768	6.0	579	5.0	693	4.4	784
02.01.2022	Su	13:30	The Unfamiliar (re-run)	3 456	4.5	768	6.0	579	5.0	693	4.4	784
	Su	14:00	Movie	3 456	4.5	768	6.0	579	5.0	693	4.4	784
	Su	16:00	Series	3 456	4.5	768	6.0	579	5.0	693	4.4	784
02.01.2022	Su	16:30	Movie	4 224	5.5	768	7.3	579	6.1	693	5.4	784
	Su	17:00	120 Minutes	6 525	7.5	870	9.6	679	8.8	745	7.2	903
	Su	19:00	News Hour	10 752	10.5	1024	12.9	836	12.5	862	9.7	1111
	Su	20:00	Movie	10 240	10.0	1024	12.2	836	11.9	862	9.2	1111
23.01.2022	Su	22:00	Movie	5 632	5.5	1024	6.7	836	6.5	862	5.1	1111
	Su	22:30	Movie	5 632	5.5	1024	6.7	836	6.5	862	5.1	1111
02.01.2022	Su	23:00	Movie	5 120	5.0	1024	6.1	836	5.9	862	4.6	1111
	Su	0:30	Movie	2 258	3.5	645	4.0	567	3.6	636	3.5	645
	Su	1:00	Movie	1 613	2.5	645	2.8	567	2.5	636	2.5	645
	Su	2:00	Night Program	308	1.0	308	1.3	246	1.0	316	1.0	301

The rating points (RTG) in the rate card above include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the peoplemetric agency whose services BTV Media Group EAD uses.

Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Jan 1 2022

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	221	228	318	42	14
Prime Access	282	494	533	55	31
Prime Time	719	931	821	111	74
Late Fringe	291	331	349	70	17
Night Time			64		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
	449	472	354	96	66

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 2022. 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. The guaranteed rating points include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the peoplemetric agency whose services BTV Media Group EAD uses.

Target Group	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
All 18-49	0.61	0.64	0.48	0.13	0.09
All 15-64	0.78	0.82	0.61	0.17	0.11
Women 25-54	0.68	0.72	0.54	0.15	0.10
Men 18-49	0.59	0.62	0.47	0.13	0.09

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" 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

Coefficients for AA forms

Type of AA Form	Index to 30" bTV	Index to 30" TC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame	120%	120%	30
3"+4" Break IDs	120%	120%	7
3"+4" x Break Ids + VO	140%	140%	7
Content Split	150%	150%	10
Countdown	90%	110%	10
Skyscraper	90%	110%	10
Cut-in	90%	110%	10
Branded Bug	80%	110%	10
Branded Promo-bug	70%	110%	10
Paid Report	75%	75%	60 - 120
Premium Launch of campaign	150%	400%	30

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



Surcharge	Price Surcharge Coefficients
Break Choice	15%
First/Last in Break (FIB/LIB)	40%
Second/Before Last in Break (SIB/BLIB)	25%
Third in Break (TIB)	20%
Break & FIB/LIB	55%
Top & Tail	50%
Tandem Spot	20% on the second tandem spot
Co - Advertising (if a brand, service or product of another advertiser is present in the commercial material)	up to 50% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % on the gross price of all cancelled broadcasts for the delayed term
Urgent order / urgent cancellation of broadcasts	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the commercial material during any of the months January, February, July, August	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the material during any of the months March - June and September -December, incl.	bTV / TC - BGN 1000 / BGN 200, VAT excl., per each day of delay
15% surcharge for guaranteed broadcast in a commercial breaks of a program, chosen by the client	

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).

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