



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

Rate Card bTV
Valid from Jan 1 2021

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Cartoons 686	Cartoons 686	6:00
6:30	Face to Face (re-run) 1 372	Face to Face (re-run) 1 372	Face to Face (re-run) 1 372	Face to Face (re-run) 1 372	Face to Face (re-run) 1 372	Documentary 1 029	Documentary 1 029	6:30
7:00	Morning Show 1 372	Morning Show 1 372	Morning Show 1 372	Morning Show 1 372	Morning Show 1 372			Friends 1 715
7:30						This Saturday 3 087	This Sunday 3 087	7:30
8:00	2 744	2 744	2 744	2 744	2 744			Cool-T 3 087
8:30						8:30		
9:00	Late Morning Show 3 087	Late Morning Show 3 087	Late Morning Show 3 087	Late Morning Show 3 087	Late Morning Show 3 087	News 3 773	News 3 773	9:00
9:30								9:30
10:00	The Late Night Show /re-run/ 3 087	The Late Night Show /re-run/ 3 087	The Late Night Show /re-run/ 3 087	The Late Night Show /re-run/ 3 087	The Late Night Show /re-run/ 3 087	Treasures of Bulgaria 3 087	Series 3 773	10:00
10:30								10:30
11:00	Series 2 401	Series 2 401	Series 2 401	Series 2 401	Series 2 401	Movie 2 744	Movie 3 773	11:00
11:30								11:30
12:00	Series 2 401	Series 2 401	Series 2 401	Series 2 401	Series 2 401	Magic on Ice 2 744	Movie 2 744	12:00
12:30								12:30
13:00	Series 2 401	Series 2 401	Series 2 401	Series 2 401	Series 2 401	Marmalade 2 744	120 Minutes 2 744	13:00
13:30								13:30
14:00	News 5 446	News 5 446	News 5 446	News 5 446	News 5 446	Home Makeover (re-run) 4 116	6 613	14:00
14:30								14:30
15:00	Face to face 5 835	Face to face 5 835	Face to face 5 835	Face to face 5 835	Face to face 5 835	News 5 835	News 5 835	15:00
15:30								15:30
16:00	Series 5 835	Series 5 835	Series 5 835	Series 5 835	Series 5 835	News 10 980	News 10 980	16:00
16:30								16:30
17:00	Ruthless City /04.01./ 10 980	Ruthless City 10 980	Ruthless City 10 980	Ruthless City 10 980	Ruthless City 10 980	Movie 9 608	Movie 9 608	17:00
17:30								17:30
18:00	Vlad /04.01./ 10 980	Vlad 10 980	Vlad 10 980	Vlad 10 980	Vlad 10 980	The Good Doctor /04.01./ 5 948	Paparazzi 2.0 7 320	18:00
18:30								18:30
19:00	The Good Doctor /04.01./ 5 948	The Good Doctor 5 948	The Good Doctor 5 948	The Good Doctor 5 948	The Good Doctor 5 948	Late News 3 660	Movie 3 660	19:00
19:30								19:30
20:00	Late News 3 660	Late News 3 660	Late News 3 660	Late News 3 660	Late News 3 660	Series 5 490	Movie 3 660	20:00
20:30								20:30
21:00	Series 1 440	Series 1 440	Series 1 440	Series 1 440	Series 1 440	Night Program 275	Night Program 275	21:00
21:30								21:30
22:00	Series 1 152	Series 1 152	Series 1 152	Series 1 152	Series 1 152	Night Program 275	Night Program 275	22:00
22:30								22:30
23:00	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	23:00
23:30								23:30
0:00	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	0:00
0:30								0:30
1:00	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	1:00
1:30								1:30
2:00	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	Night Program 275	2:00
6:00								6:00

bTV Media Group

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www.btv.bg



Rate Card bTV
Valid from Jan 1 2021

CP/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
01.01.2021	F	6:30	Animated Movie	1 029	1.5	686	2.0	517	1.7	591	1.5	691
	M-F	6:30	Face To Face (re-run)	1 372	2.0	686	2.7	517	2.3	591	2.0	691
	M-F	7:00	Morning Show	2 744	4.0	686	5.3	517	4.6	591	4.0	691
01.01.2021	F	8:30	Movie	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	M-F	9:30	The Late Morning Show	3 087	4.5	686	6.0	517	5.2	591	4.5	691
01.01.2021	F	10:00	Movie	2 744	4.0	686	5.3	517	4.6	591	4.0	691
	M-F	12:00	12 o'clock News	3 773	5.5	686	7.3	517	6.4	591	5.5	691
01.01.2021	F	12:30	Concert	3 430	5.0	686	6.6	517	5.8	591	5.0	691
	M-F	12:30	The Late Night Show (re-run)	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	M-F	13:30	Series	2 401	3.5	686	4.6	517	4.1	591	3.5	691
01.01.2021	F	14:30	Movie	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	M-F	15:00	Series	2 401	3.5	686	4.6	517	4.1	591	3.5	691
	M-F	16:00	Series	2 401	3.5	686	4.6	517	4.1	591	3.5	691
	M-F	17:00	17 o'clock News	5 446	7.0	778	9.0	607	8.0	677	6.9	789
01.01.2021	F	17:00	Movie	5 446	7.0	778	9.0	607	8.0	677	6.9	789
	M-F	17:30	Face To Face	5 835	7.5	778	9.6	607	8.6	677	7.4	789
	M-F	18:00	Series	5 835	7.5	778	9.6	607	8.6	677	7.4	789
	M-F	19:00	News Hour	10 980	12.0	915	14.7	747	14.1	781	11.4	961
01.01.2021	F	20:00	The Best of Bulgaria Got Talent	9 608	10.5	915	12.9	747	12.3	781	10.0	961
04.01.2021	M-F	20:00	Ruthless City	10 980	12.0	915	14.7	747	14.1	781	11.4	961
01.01.2021	F	21:00	Movie	9 608	10.5	915	12.9	747	12.3	781	10.0	961
04.01.2021	M-F	21:00	Vlad	10 980	12.0	915	14.7	747	14.1	781	11.4	961
04.01.2021	M-F	22:30	Series	5 948	6.5	915	8.0	747	7.6	781	6.2	961
01.01.2021	F	23:00	Movie	3 203	3.5	915	4.3	747	4.1	781	3.3	961
	M-F	23:30	Late News	3 660	4.0	915	4.9	747	4.7	781	3.8	961
	M-F	0:00	Series	1 440	2.5	576	2.8	506	2.7	538	2.5	570
01.01.2021	F	1:00	Movie	1 440	2.5	576	2.8	506	2.7	538	2.5	570
	M-F	1:00	Series	1 152	2.0	576	2.3	506	2.1	538	2.0	570
	M-F	2:00	Night Program	275	1.0	275	1.3	220	1.1	241	1.0	269

CP/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
	Sa	6:00	Cartoons	686	1.0	686	1.3	517	1.2	591	1.0	691
	Sa	6:30	Documentary	1 029	1.5	686	2.0	517	1.7	591	1.5	691
	Sa	7:30	Friends	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	Sa	8:00	This Saturday	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	Sa	11:00	Cool-T	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	Sa	12:00	12 o'clock News	3 773	5.5	686	7.3	517	6.4	591	5.5	691
	Sa	12:30	Treasures of Bulgaria	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	Sa	13:00	Movie	2 744	4.0	686	5.3	517	4.6	591	4.0	691
02.01.2021	Sa	15:00	Best of Bulgaria Got Talent (re-run)	2 744	4.0	686	5.3	517	4.6	591	4.0	691
	Sa	15:00	Magic On Ice Show	2 744	4.0	686	5.3	517	4.6	591	4.0	691
23.01.2021	Sa	15:00	The Illusionists	2 744	4.0	686	5.3	517	4.6	591	4.0	691
30.01.2021	Sa	15:00	Series	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	Sa	16:00	Marmalade	4 116	6.0	686	8.0	517	7.0	591	6.0	691
	Sa	18:00	Home Makeover (re-run)	5 835	7.5	778	9.6	607	8.6	677	7.4	789
	Sa	19:00	News Hour	10 523	11.5	915	14.1	747	13.5	781	11.0	961
	Sa	20:00	Movie	9 608	10.5	915	12.9	747	12.3	781	10.0	961
	Sa	22:30	Movie	5 490	6.0	915	7.3	747	7.0	781	5.7	961
	Sa	0:30	Movie	1 728	3.0	576	3.4	506	3.2	538	3.0	570
	Sa	2:00	Night Program	275	1.0	275	1.3	220	1.1	241	1.0	269

CP/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	686	1.0	686	1.3	517	1.2	591	1.0	691
	Su	6:30	Documentary	1 029	1.5	686	2.0	517	1.7	591	1.5	691
	Su	7:30	Friends	1 715	2.5	686	3.3	517	2.9	591	2.5	691
	Su	8:00	This Sunday	3 087	4.5	686	6.0	517	5.2	591	4.5	691
	Su	11:00	Wanted	3 430	5.0	686	6.6	517	5.8	591	5.0	691
	Su	12:00	12 o'clock News	3 773	5.5	686	7.3	517	6.4	591	5.5	691
	Su	12:30	Series	3 773	5.5	686	7.3	517	6.4	591	5.5	691
	Su	13:00	Movie	3 773	5.5	686	7.3	517	6.4	591	5.5	691
	Su	15:00	Movie	2 744	4.0	686	5.3	517	4.6	591	4.0	691
	Su	17:00	120 Minutes	6 613	8.5	778	10.9	607	9.8	677	8.4	789
	Su	19:00	News Hour	10 523	11.5	915	14.1	747	13.5	781	11.0	961
	Su	20:00	Movie	9 608	10.5	915	12.9	747	12.3	781	10.0	961
10.01. & 31.01.2021	Su	22:00	Paparazzi 2.0!	7 320	8.0	915	9.8	747	9.4	781	7.6	961
	Su	22:30	Paparazzi 2.0!	7 320	8.0	915	9.8	747	9.4	781	7.6	961
10.01. & 31.01.2021	Su	23:00	Movie	5 490	6.0	915	7.3	747	7.0	781	5.7	961
	Su	23:30	Movie	3 660	4.0	915	4.9	747	4.7	781	3.8	961
	Su	1:30	Movie	1 440	2.5	576	2.8	506	2.7	538	2.5	570
	Su	2:00	Night Program	275	1.0	275	1.3	220	1.1	241	1.0	269

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Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Jan 1 2021

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	216	179	265	31	10
Prime Access	301	371	406	49	10
Prime Time	675	765	634	91	33
Late Fringe	265	280	285	47	10
Night Time	-	-	59	-	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
	355	342	427	53	39

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 2021. 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	0.52	0.65	0.08	0.06
All 15-64	0.69	0.66	0.83	0.10	0.08
Women 25-54	0.62	0.60	0.75	0.09	0.07
Men 18-49	0.53	0.51	0.64	0.08	0.06

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	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	150%	150%	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	10%
First/Last in Break (FIB/LIB)	30%
Second/Before Last in Break (SIB/BLIB)	20%
Third in Break (TIB)	15%
Break & FIB/LIB	40%
Top & Tail	35%
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% for each additional advertiser/brand, according to its presence - visualization, mentioning in the voice over, logo presence, product usage, the length of the presence, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % of the 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

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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