



Rate Card bTV  
Valid from Feb 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						904	904	6:30
7:00						Friends	Series	7:00
7:30						1 808	2 260	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3 616	3 616	3 616	3 616	3 616			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	3 616	3 616	3 616	3 616	3 616	4 068	4 068	11:30
12:00	News 4 068	News 4 068	News 4 068	News 4 068	News 4 068	News 4 068	News 4 068	12:00
12:30	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	The Comedians and Friends /re-run/	Cool-T	Wanted	12:30
13:00	3 616	3 616	3 616	3 616	3 616	4 068	4 068	13:00
13:30	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Who Wants To Be A Millionaire (re-run)	Treasures of Bulgaria (re-run)	The Unfamiliar (re-run)	13:30
14:00	4 068	4 068	4 068	4 068	4 068	3 616	4 068	14:00
14:30	The Late Night Show (re-run)	The Late Night Show (re-run)	The Late Night Show (re-run)	The Late Night Show (re-run)	The Late Night Show (re-run)	Movie	Movie	14:30
15:00	3 616	3 616	3 616	3 616	3 616			15:00
15:30	Series 3 164	Series 3 164	Series 3 164	Series 3 164	Series 3 164	3 616	4 068	15:30
16:00	Series	Series	Series	Series	Series	Marmalade	Series	16:00
16:30	3 164	3 164	3 164	3 164	3 164		4 068	16:30
17:00	News 6 656	News 6 656	News 6 656	News 6 656	News 6 656		120 Minutes	17:00
17:30	Face to face 7 168	Face to face 7 168	Face to face 7 168	Face to face 7 168	Face to face 7 168	4 520		17:30
18:00	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Who Wants To Be A Millionaire	Home Makeover (re-run)		18:00
18:30	11 264	11 264	11 264	11 264	11 264	6 656	8 192	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	14 460	14 460	14 460	14 460	14 460	13 255	13 255	19:30
20:00	Forbidden fruit	Forbidden fruit	Forbidden fruit	Forbidden fruit	Sunny Beach (re-run)	Movie	Movie	20:00
20:30								20:30
21:00	14 460	14 460	14 460	14 460				21:00
21:30	Vlad	Vlad	Vlad	Vlad				21:30
22:00	11 448	11 448	11 448	11 448	12 653	12 050	12 050	22:00
22:30	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	Movie	Movie	22:30
23:00	9 038	9 038	9 038	9 038	9 038			23:00
23:30	Late News 6 025	Late News 6 025	Late News 6 025	Late News 6 025	Late News 6 025			23:30
0:00	Series 3 615	Series 3 615	Series 3 615	Series 3 615	Series 3 615	6 628	6 628	0:00
0:30	Series 1 898	Series 1 898	Series 1 898	Series 1 898	Series 1 898	Movie	Movie	0:30
1:00	Series	Series	Series	Series	Series			1:00
1:30	1 518	1 518	1 518	1 518	1 518	2 277	2 277	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	362	362	362	362	362	362	362	6:00



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On/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	3 616	4.0	904	5.3	682	4.4	816	3.9	922
	M-F	9:30	Late Morning Show	3 616	4.0	904	5.3	682	4.4	816	3.9	922
	M-F	12:00	12 o'clock News	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	M-F	12:30	The Comedians and Friends (re-run)	3 616	4.0	904	5.3	682	4.4	816	3.9	922
	M-F	13:30	Who Wants To Be A Millionaire? (re-run)	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	M-F	14:30	The Late Night Show (re-run)	3 616	4.0	904	5.3	682	4.4	816	3.9	922
	M-F	15:00	Series	3 164	3.5	904	4.6	682	3.9	816	3.4	922
	M-F	16:00	Series	3 164	3.5	904	4.6	682	3.9	816	3.4	922
	M-F	17:00	17 o'clock News	6 656	6.5	1024	8.3	799	7.6	877	6.3	1062
	M-F	17:30	Face To Face	7 168	7.0	1024	9.0	799	8.2	877	6.7	1062
	M-F	18:00	Who Wants To Be A Millionaire?	11 264	11.0	1024	14.1	799	12.8	877	10.6	1062
	M-F	19:00	News Hour	14 460	12.0	1205	14.7	984	14.2	1015	11.1	1307
	M-F	20:00	Forbidden Fruit	14 460	12.0	1205	14.7	984	14.2	1015	11.1	1307
28.02.2022	M	20:00	Bulgaria's Got Talent	18 075	15.0	1205	18.4	984	17.8	1015	13.8	1307
	F	20:00	Sunny Beach (re-run)	12 653	10.5	1205	12.9	984	12.5	1015	9.7	1307
	M-F	21:30	Vlad	11 448	9.5	1205	11.6	984	11.3	1015	8.8	1307
	M-F	22:30	The Late Night Show	9 038	7.5	1205	9.2	984	8.9	1015	6.9	1307
	M-F	23:00	Late News	6 025	5.0	1205	6.1	984	5.9	1015	4.6	1307
	M-F	23:30	Series	3 615	3.0	1205	3.7	984	3.6	1015	2.8	1307
	M-F	0:30	Series	1 898	2.5	759	2.8	667	2.5	748	2.5	759
	M-F	1:00	Series	1 518	2.0	759	2.3	667	2.0	748	2.0	759
	M-F	2:00	Night Program	362	1.0	362	1.3	289	1.0	371	1.0	354

	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	904	1.0	904	1.3	682	1.1	816	1.0	922
	Sa	7:00	Friends	1 808	2.0	904	2.7	682	2.2	816	2.0	922
	Sa	8:00	This Saturday	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Sa	12:00	12 o'clock News	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Sa	12:30	Cool-T	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Sa	13:30	Treasures of Bulgaria (re-run)	3 616	4.0	904	5.3	682	4.4	816	3.9	922
	Sa	14:00	Movie	3 616	4.0	904	5.3	682	4.4	816	3.9	922
	Sa	16:00	Marmalade	4 520	5.0	904	6.6	682	5.5	816	4.9	922
	Sa	18:00	Home Makeover (re-run)	6 656	6.5	1024	8.3	799	7.6	877	6.3	1062
	Sa	19:00	News Hour	13 255	11.0	1205	13.5	984	13.1	1015	10.1	1307
	Sa	20:00	Movie	12 050	10.0	1205	12.2	984	11.9	1015	9.2	1307
19.02. & 26.02.2022	Sa	22:00	Movie	6 628	5.5	1205	6.7	984	6.5	1015	5.1	1307
05.02. & 12.02.2022	Sa	22:30	Movie	6 628	5.5	1205	6.7	984	6.5	1015	5.1	1307
	Sa	0:30	Movie	2 277	3.0	759	3.4	667	3.0	748	3.0	759
12.02.2022	Sa	1:00	Movie	1 518	2.0	759	2.3	667	2.0	748	2.0	759
	Sa	2:00	Night Program	362	1.0	362	1.3	289	1.0	371	1.0	354

On/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	904	1.0	904	1.3	682	1.1	816	1.0	922
	Su	7:00	Series	2 260	2.5	904	3.3	682	2.8	816	2.5	922
	Su	8:00	This Sunday	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Su	12:00	12 o'clock News	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Su	12:30	Wanted	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Su	13:30	The Unfamiliar (re-run)	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Su	14:00	Movie	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Su	16:00	Series	4 068	4.5	904	6.0	682	5.0	816	4.4	922
	Su	17:00	120 Minutes	8 192	8.0	1024	10.3	799	9.3	877	7.7	1062
	Su	19:00	News Hour	13 255	11.0	1205	13.5	984	13.1	1015	10.1	1307
	Su	20:00	Movie	12 050	10.0	1205	12.2	984	11.9	1015	9.2	1307
	Su	22:30	Movie	6 628	5.5	1205	6.7	984	6.5	1015	5.1	1307
	Su	0:30	Movie	2 277	3.0	759	3.4	667	3.0	748	3.0	759
	Su	2:00	Night Program	362	1.0	362	1.3	289	1.0	371	1.0	354

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.

**bTV Media Group**

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Rate Card for the Thematic TV Channels of BTV Media Group EAD  
Valid from Feb 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	260	269	374	49	16
Prime Access	332	581	627	65	37
Prime Time	846	1096	966	130	87
Late Fringe	342	389	410	82	20
Night Time			75		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
	433	650	485	121	78

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	0.50	0.75	0.56	0.14	0.09
All 15-64	0.64	0.96	0.71	0.18	0.11
Women 25-54	0.56	0.84	0.63	0.16	0.10
Men 18-49	0.48	0.73	0.54	0.14	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.

**bTV Media Group**



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

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

**bTV Media Group**