



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

Rate Card bTV  
Valid from Mar 1 2019

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 262	Night Program 262	Night Program 262	Night Program 262	Night Program 262	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	744	744	06:30
07:00						New Girl	New Girl	07:00
07:30						1 488	1 116	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	3 348	3 348	3 348	3 348	3 348			09:00
09:30	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			09:30
10:00						3 348	3 720	10:00
10:30						Cool T	Wanted	10:30
11:00						2 976	4 092	11:00
11:30	2 976	2 976	2 976	2 976	2 976	2 976	4 092	11:30
12:00	News 3 720	News 3 720	News 3 720	News 3 720	News 3 720	News 3 720	News 4 836	12:00
12:30	Slavi's Show RR	Slavi's Show RR	Slavi's Show RR	Slavi's Show RR	Slavi's Show RR	Treasures of Bulgaria 3 348	Hotel Eleon 3 720	12:30
13:00	2 976	2 976	2 976	2 976	2 976	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	2 604	2 604	2 604	2 604	2 604		3 720	14:30
15:00	Series	Series	Series	Series	Series	3 348	Movie	15:00
15:30	2 604	2 604	2 604	2 604	2 604	Alaminute 3 720		15:30
16:00	Series	Series	Series	Series	Series	Marmalade		16:00
16:30	2 604	2 604	2 604	2 604	2 604		3 720	16:30
17:00	News 5 340	News 5 340	News 5 340	News 5 340	News 5 340		120 Minutes	17:00
17:30	Face to face 5 785	Face to face 5 785	Face to face 5 785	Face to face 5 785	Face to face 5 785	4 464		17:30
18:00	Series	Series	Series	Series	Series	Second Plan		18:00
18:30	6 230	6 230	6 230	6 230	6 230	6 675	6 675	18:30
19:00	News 13 100	News 13 100	News 13 100	News 13 100	News 13 100	News 11 528	News 13 624	19:00
19:30	Mother 12 576	Mother 12 576	Mother 12 576	Mother 12 576	Mother 12 576	Movie	The Voice	19:30
20:00	Masterchef	Masterchef	Wife Swap	Home Makeover	Capital Hillbillies /01.03./		17 816	20:00
20:30								20:30
21:00								21:00
21:30			12 576	13 624	11 004		Paparazzi	21:30
22:00	12 576	12 576	11 004	11 004	11 004	10 480	11 528	22:00
22:30	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Movie	Movie	22:30
23:00	8 384	8 384	8 384	8 384	8 384			23:00
23:30	Late News 5 764	Late News 5 764	Late News 5 764	Late News 5 764	Late News 5 764			23:30
00:00	Series 1 573	Series 1 573	Series 1 573	Series 1 573	Series 1 573	5 764	4 192	00:00
00:30								00:30
01:00	Series	Series	Series	Series	Series	Movie	Movie	01:00
01:30	944	944	944	944	944	1 258	1 258	01:30
02:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	02:00
06:00	262	262	262	262	262	262	262	06:00

bTV Media Group



**Rate Card bTV**  
Valid from Mar 1 2019

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	06:30	Morning Show	3 348	4.5	744	5.5	610	4.3	770
	M-F	09:30	Late Morning Show	2 976	4.0	744	4.9	610	3.9	770
	M-F	12:00	12 o'clock News	3 720	5.0	744	6.1	610	4.8	770
	M-F	12:30	Slavi's Show (re-run)	2 976	4.0	744	4.9	610	3.9	770
04.03.2019	M	12:30	The Unfamiliar	4 092	5.5	744	6.7	610	5.3	770
04.03.2019	M	13:00	Movie	3 348	4.5	744	5.5	610	4.3	770
	M-F	13:30	Series	2 604	3.5	744	4.3	610	3.4	770
04.03.2019	M	15:00	Movie	3 348	4.5	744	5.5	610	4.3	770
	M-F	15:00	Series	2 604	3.5	744	4.3	610	3.4	770
	M-F	16:00	Series	2 604	3.5	744	4.3	610	3.4	770
04.03.2019	M	17:00	Movie	5 340	6.0	890	7.4	726	5.6	956
	M-F	17:00	17 o'clock News	5 340	6.0	890	7.4	726	5.6	956
	M-F	17:30	Face to Face	5 785	6.5	890	8.0	726	6.1	956
	M-F	18:00	Series	6 230	7.0	890	8.6	726	6.5	956
	M-F	19:00	News Hour	13 100	12.5	1048	15.7	832	11.4	1154
	M-F	20:00	Mother	12 576	12.0	1048	15.1	832	10.9	1154
	M-T	21:00	Masterchef	12 576	12.0	1048	15.1	832	10.9	1154
	W	21:00	Wife Swap	12 576	12.0	1048	15.1	832	10.9	1154
	TR	21:00	Home Makeover	13 624	13.0	1048	16.4	832	11.8	1154
01.03.2019	F	21:00	Capital Hillbillies	11 004	10.5	1048	13.2	832	9.5	1154
	W-F	22:00	The Comedians and Friends	11 004	10.5	1048	13.2	832	9.5	1154
	M-F	22:30	Slavi's Show	8 384	8.0	1048	10.1	832	7.3	1154
	M-F	23:30	Late News	5 764	5.5	1048	6.9	832	5.0	1154
	M-F	00:00	Series	1 573	2.5	629	2.8	556	2.7	576
04.03.2019	M	00:00	Movie	944	1.5	629	1.7	556	1.6	576
	M-F	01:00	Series	944	1.5	629	1.7	556	1.6	576
	M-F	02:00	Night Program	262	1.0	262	1.2	227	1.1	237

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	744	1.0	744	1.2	610	1.0	770
02.03.2019	Sa	07:00	New Girl	1 488	2.0	744	2.4	610	1.9	770
	Sa	08:00	This Saturday	3 348	4.5	744	5.5	610	4.3	770
	Sa	11:00	Cool-T	2 976	4.0	744	4.9	610	3.9	770
	Sa	12:00	12 o'clock News	3 720	5.0	744	6.1	610	4.8	770
02.03.2019	Sa	12:30	Treasures of Bulgaria	3 348	4.5	744	5.5	610	4.3	770
	Sa	13:00	Movie	3 348	4.5	744	5.5	610	4.3	770
	Sa	15:30	Alaminute	3 720	5.0	744	6.1	610	4.8	770
	Sa	16:00	Marmalade	4 464	6.0	744	7.3	610	5.8	770
	Sa	18:00	Second Plan	6 675	7.5	890	9.2	726	7.0	956
	Sa	19:00	News Hour	11 528	11.0	1048	13.9	832	10.0	1154
	Sa	20:00	Movie	10 480	10.0	1048	12.6	832	9.1	1154
	Sa	22:30	Movie	5 764	5.5	1048	6.9	832	5.0	1154
	Sa	00:30	Movie	1 258	2.0	629	2.3	556	2.2	576
	Sa	02:00	Night Program	262	1.0	262	1.2	227	1.1	237

On/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Cartoons	744	1.0	744	1.2	610	1.0	770
03.03.2019	Su	07:00	New Girl	1 116	1.5	744	1.8	610	1.4	770
	Su	08:00	This Sunday	3 720	5.0	744	6.1	610	4.8	770
	Su	11:00	Wanted	4 092	5.5	744	6.7	610	5.3	770
	Su	12:00	12 o'clock News	4 836	6.5	744	7.9	610	6.3	770
03.03.2019	Su	12:30	Hotel Eleon	3 720	5.0	744	6.1	610	4.8	770
03.03.2019	Su	13:00	Concert Bourgas and the Sea (re-run)	4 092	5.5	744	6.7	610	5.3	770
	Su	13:00	Movie	3 720	5.0	744	6.1	610	4.8	770
	Su	15:00	Movie	3 720	5.0	744	6.1	610	4.8	770
	Su	17:00	120 Minutes	6 675	7.5	890	9.2	726	7.0	956
	Su	19:00	News Hour	13 624	13.0	1048	16.4	832	11.8	1154
	Su	20:00	The Voice	17 816	17.0	1048	21.4	832	15.4	1154
	Su	21:30	Paparazzi	11 528	11.0	1048	13.9	832	10.0	1154
03.03.2019	Su	22:30	Concert Grafa	5 764	5.5	1048	6.9	832	5.0	1154
	Su	22:30	Movie	4 192	4.0	1048	5.0	832	3.6	1154
	Su	00:30	Movie	1 258	2.0	629	2.3	556	2.2	576
	Su	02:00	Night Program	262	1.0	262	1.2	227	1.1	237

**bTV Media Group**

**Rate Card for the Thematic TV Channels of BTV Media Group EAD  
Valid from Mar 1 2019**

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	196	139	265	63	10
Prime Access	235	303	477	83	23
Prime Time	837	828	712	214	62
Late Fringe	246	214	224	101	21
Night Time			49		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
	425	391	521	89	27

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 2019. 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	0.62	0.57	0.76	0.13	0.04
Women 25-54	0.75	0.69	0.92	0.16	0.05
Men 18-49	0.60	0.55	0.73	0.13	0.04

**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" цена
10" spot	60% x 30" цена
15" spot	75% x 30" цена
20" spot	90% x 30" цена
25" spot	95% x 30" цена
30" spot	100% x 30" цена
35" spot	120% x 30" цена
40" spot	140% x 30" цена
45" spot	160% x 30" цена
50" spot	180% x 30" цена
55" spot	190% x 30" цена
60" spot	200% x 30" цена

Type of communication	Index to spot with the same length bTV	Index to spot with the same length TC	Max Lengths in Sec
Paid Report	75%	75%	120

Type of commercial communication	Index to 30" bTV	Index to 30" TC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	70%	100%	15
3"+4" Break IDs	110%	110%	7
3"+4" x Break Ids + VO	130%	130%	7
Content Split	130%	130%	10
Credit Split	120%	120%	10
Countdown	80%	100%	10
Skyscraper	80%	100%	10
Cut-in	80%	100%	10
Crawl	40%	100%	15
Branded Bug	60%	100%	10
Branded Promo-bug	60%	100%	10

Price Surcharges	Price Surcharge Coeff
Break	10%
First in Break (FIB)	30%
Last in Break (LIB)	30%
Second in Break (SIB)	15%
Before Last in Break (BLIB)	15%
Break & FIB	40%
Break & LIB	40%
Top & Tail	35%
Tandem Spot	20%

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

## bTV Media Group