



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

Rate Card bTV
Valid from Apr 1 2019

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
06:00	Night Program 283	Night Program 283	Night Program 283	Night Program 283	Night Program 283	Cartoons	Cartoons	06:00
06:30	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	806	806	06:30
07:00						New Girl	New Girl	07:00
07:30						1 612	1 612	07:30
08:00						This Saturday	This Sunday	08:00
08:30								08:30
09:00	3 627	3 627	3 627	3 627	3 627			09:00
09:30	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			09:30
10:00						3 224	3 627	10:00
10:30						Cool T	Wanted	10:30
11:00	3 224	3 224	3 224	3 224	3 224	2 821	3 627	11:00
11:30	3 627	3 627	3 627	3 627	3 627	4 030	4 433	11:30
12:00	News	News	News	News	News	News	News	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 3 224	Hotel Eleon 4 030	12:30
13:00	2 821	2 821	2 821	2 821	2 821	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30	2 418	2 418	2 418	2 418	2 418		3 224	14:30
15:00	Series	Series	Series	Series	Series		Movie	15:00
15:30	2 418	2 418	2 418	2 418	2 418	2 821		15:30
16:00	Series	Series	Series	Series	Series	Alaminute 3 224		16:00
16:30	2 418	2 418	2 418	2 418	2 418	Marmalade		16:30
17:00	News	News	News	News	News		120 Minutes	17:00
17:30	5 308	5 308	5 308	5 308	5 308			17:30
18:00	Face to face	Face to face	Face to face	Face to face	Face to face			18:00
18:30	5 308	5 308	5 308	5 308	5 308	3 627		18:30
19:00	Series	Series	Series	Series	Series	Second Plan		19:00
19:30	5 790	5 790	5 790	5 790	5 790	5 790	6 273	19:30
20:00	News	News	News	News	News	News	News	20:00
20:30	11 918	11 918	11 918	11 918	11 918	9 648	11 918	20:30
21:00	Mother	Mother	Mother	Mother	Mother	Movie	The Voice	21:00
21:30	12 485	12 485	12 485	12 485	12 485			21:30
22:00	Masterchef	Masterchef	Wife Swap	Home Makeover	Capital Hillbillies		17 593	22:00
22:30			11 918	13 620	9 648			22:30
23:00			The Comedians and Friends	The Comedians and Friends	The Comedians and Friends	9 080	Paparazzi	23:00
23:30	12 485	12 485	11 350	11 350	11 350	Movie	11 350	23:30
00:00	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show	Slavi's Show		Movie	00:00
00:30	9 080	9 080	9 080	9 080	9 080			00:30
01:00	Late News	Late News	Late News	Late News	Late News			01:00
01:30	6 243	6 243	6 243	6 243	6 243			01:30
02:00	Series	Series	Series	Series	Series			02:00
02:30						5 675		02:30
03:00	1 703	1 703	1 703	1 703	1 703	Movie	6 810	03:00
03:30	Series	Series	Series	Series	Series		Movie	03:30
04:00	1 022	1 022	1 022	1 022	1 022	1 362	1 362	04:00
04:30	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	04:30
05:00								05:00
05:30	283	283	283	283	283	283	283	05:30
06:00								06:00

bTV Media Group

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www.btv.bg



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Valid from Apr 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	3 627	4.5	806	5.5	660	4.3	835
	M-F	09:30	Late Morning Show	3 224	4.0	806	4.9	660	3.9	835
	M-F	12:00	12 o'clock News	3 627	4.5	806	5.5	660	4.3	835
	M-F	12:30	Slavi's Show (re-run)	2 821	3.5	806	4.3	660	3.4	835
26.04. & 29.04.2019	F; M	12:30	Movie	3 627	4.5	806	5.5	660	4.3	835
	M-F	13:30	Series	2 418	3.0	806	3.7	660	2.9	835
26.04. & 29.04.2019	F; M	14:00	Movie	3 224	4.0	806	4.9	660	3.9	835
	M-F	15:00	Series	2 418	3.0	806	3.7	660	2.9	835
	M-F	16:00	Series	2 418	3.0	806	3.7	660	2.9	835
26.04. & 29.04.2019	F; M	16:00	Movie	4 030	5.0	806	6.1	660	4.8	835
	M-F	17:00	17 o'clock News	5 308	5.5	965	6.7	787	5.1	1037
	M-F	17:30	Face to Face	5 308	5.5	965	6.7	787	5.1	1037
	M-F	18:00	Series	5 790	6.0	965	7.4	787	5.6	1037
26.04. & 29.04.2019	F; M	18:00	Documentary	5 790	6.0	965	7.4	787	5.6	1037
	M-F	19:00	News Hour	11 918	10.5	1135	13.2	901	9.5	1250
	M-F	20:00	Mother	12 485	11.0	1135	13.9	901	10.0	1250
	M-T	21:00	Masterchef	12 485	11.0	1135	13.9	901	10.0	1250
	W	21:00	Wife Swap	11 918	10.5	1135	13.2	901	9.5	1250
	TR	21:00	Home Makeover	13 620	12.0	1135	15.1	901	10.9	1250
	F	21:00	Capital Hillbillies	9 648	8.5	1135	10.7	901	7.7	1250
	W-F	22:00	The Comedians and Friends	11 350	10.0	1135	12.6	901	9.1	1250
	M-F	22:30	Slavi's Show	9 080	8.0	1135	10.1	901	7.3	1250
	M-F	23:30	Late News	6 243	5.5	1135	6.9	901	5.0	1250
	M-F	00:00	Series	1 703	2.5	681	2.8	602	2.7	623
	M-F	01:00	Series	1 022	1.5	681	1.7	602	1.6	623
	M-F	02:00	Night Program	283	1.0	283	1.2	245	1.1	256

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	806	1.0	806	1.2	660	1.0	835
	Sa	07:00	New Girl	1 612	2.0	806	2.4	660	1.9	835
	Sa	08:00	This Saturday	3 224	4.0	806	4.9	660	3.9	835
	Sa	11:00	Cool-T	2 821	3.5	806	4.3	660	3.4	835
	Sa	12:00	12 o'clock News	4 030	5.0	806	6.1	660	4.8	835
	Sa	12:30	Treasures of Bulgaria	3 224	4.0	806	4.9	660	3.9	835
	Sa	13:00	Movie	2 821	3.5	806	4.3	660	3.4	835
	Sa	15:30	Alaminute	3 224	4.0	806	4.9	660	3.9	835
	Sa	16:00	Marmalade	3 627	4.5	806	5.5	660	4.3	835
	Sa	18:00	Second Plan	5 790	6.0	965	7.4	787	5.6	1037
	Sa	19:00	News Hour	9 648	8.5	1135	10.7	901	7.7	1250
	Sa	20:00	Movie	9 080	8.0	1135	10.1	901	7.3	1250
27.04.2019	Sa	20:00	Movie	9 080	8.0	1135	10.1	901	7.3	1250
	Sa	22:30	Movie	5 675	5.0	1135	6.3	901	4.5	1250
27.04.2019	Sa	23:00	Movie	3 973	3.5	1135	4.4	901	3.2	1250
	Sa	00:30	Movie	1 362	2.0	681	2.3	602	2.2	623
	Sa	02:00	Night Program	283	1.0	283	1.2	245	1.1	256

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	806	1.0	806	1.2	660	1.0	835
	Su	07:00	New Girl	1 612	2.0	806	2.4	660	1.9	835
	Su	08:00	This Sunday	3 627	4.5	806	5.5	660	4.3	835
	Su	11:00	Wanted	3 627	4.5	806	5.5	660	4.3	835
	Su	12:00	12 o'clock News	4 433	5.5	806	6.7	660	5.3	835
	Su	12:30	Hotel Eleon	4 030	5.0	806	6.1	660	4.8	835
	Su	13:00	Movie	3 224	4.0	806	4.9	660	3.9	835
	Su	15:00	Movie	3 627	4.5	806	5.5	660	4.3	835
	Su	17:00	120 Minutes	6 273	6.5	965	8.0	787	6.0	1037
	Su	19:00	News Hour	11 918	10.5	1135	13.2	901	9.5	1250
	Su	20:00	The Voice	17 593	15.5	1135	19.5	901	14.1	1250
	Su	21:30	Paparazzi	11 350	10.0	1135	12.6	901	9.1	1250
28.04.2019	Su	21:30	Movie	11 350	10.0	1135	12.6	901	9.1	1250
	Su	22:30	Movie	6 810	6.0	1135	7.6	901	5.4	1250
28.04.2019	Su	00:00	Movie	2 384	3.5	681	4.0	602	3.8	623
	Su	01:00	Movie	1 362	2.0	681	2.3	602	2.2	623
	Su	02:00	Night Program	283	1.0	283	1.2	245	1.1	256

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Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Apr 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	212	151	288	69	10
Prime Access	254	328	517	90	25
Prime Time	907	897	772	232	68
Late Fringe	266	232	243	110	23
Night Time			53		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
	461	335	432	89	45

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	0.45	0.58	0.12	0.06
Women 25-54	0.75	0.55	0.71	0.15	0.07
Men 18-49	0.60	0.44	0.56	0.12	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" 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

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