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

Rate Card bTV

Valid from May 1 2021

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Cartoons 1 049	Cartoons 1 049	6:00
6:30						Documentary	Documentary	6:30
7:00						1 574	1 049	7:00
7:30						Friends 2 098	Friends 2 098	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	3 672	3 672	3 672	3 672	3 672			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						4 196	4 196	10:30
11:00						Cool-T	Wanted	11:00
11:30	3 672	3 672	3 672	3 672	3 672	3 672	4 196	11:30
12:00	News 4 196	News 4 196	News 4 196	News 4 196	News 4 196	News 4 721	News 4 721	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/	Treasures of Bulgaria 3 672	Series 4 196	12:30
13:00	3 672	3 672	3 672	3 672	3 672	Movie	Movie	13:00
13:30	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/			13:30
14:00	3 672	3 672	3 672	3 672	3 672			14:00
14:30	Series	Series	Series	Series	Series	3 672	4 196	14:30
15:00						The Good Doctor (re-run)	Movie	15:00
15:30	3 672	3 672	3 672	3 672	3 672	3 672		15:30
16:00	Series	Series	Series	Series	Series	Marmalade		16:00
16:30	3 147	3 147	3 147	3 147	3 147		4 196	16:30
17:00	News 6 545	News 6 545	News 6 545	News 6 545	News 6 545		120 Minutes	17:00
17:30	Face to face 6 545	Face to face 6 545	Face to face 6 545	Face to face 6 545	Face to face 6 545	4 196		17:30
18:00	Series	Series	Series	Series	Series	Home Makeover (re-run)		18:00
18:30	7 140	7 140	7 140	7 140	7 140	5 950	7 735	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	14 690	14 690	14 690	14 690	14 690	14 690	14 690	19:30
20:00	Ruthless City	Ruthless City	Ruthless City	Ruthless City	Ruthless City	Movie	Bulgaria's Got Talent	20:00
20:30	13 291	13 291	13 291	13 291	13 291			20:30
21:00	Scars	MasterChef	MasterChef	Home Makeover	Sunny Beach			21:00
21:30					16 788	11 192		21:30
22:00	13 990	15 389	15 389	13 990	The Comedians and Friends 11 192	Movie	20 286	22:00
22:30	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show	The Late Night Show		Paparazzi 2.0!	22:30
23:00	9 793	9 793	9 793	9 793	9 793		10 493	23:00
23:30	Late News 6 995	Late News 6 995	Late News 6 995	Late News 6 995	Late News 6 995		Movie	23:30
0:00	Series	Series	Series	Series	Series			0:00
0:30	1 762	1 762	1 762	1 762	1 762	6 995		0:30
1:00	Series	Series	Series	Series	Series	Movie	6 296	1:00
1:30	1 322	1 322	1 322	1 322	1 322	1 762	Movie 1 322	1:30
2:00	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	2:00
6:00	420	420	420	420	420	420	420	6:00

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia

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Rate Card bTV
Valid from May 13 2021

					A 18-49		A 15-64		F 25-54		M 18-49	
On/From	Day	Time	Program	Price 30"	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:00	Morning Show	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
3.05., 04.05., 06.05.,24.05.2021	M-F	6:00	Animated movie	2 098	2.0	1049	2.7	791	2.3	903	2.0	1057
3.05., 04.05., 06.05.,24.05.2021	M-F	7:00	Morning Show	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
	M-F	9:30	The Late Morning Show	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
	M-F	12:00	12 o'clock News	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
06.05. & 24.05.2021	M-Th	12:30	Concert	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	M-F	12:30	The Comedians and Friends (re-run)	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
03.05.& 04.05.2021	M-Tue	12:30	Movie	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	M-F	13:30	The Late Night Show (re-run)	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
06.05. & 24.05.2021	M-Th	14:30	Movie	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	M-F	14:30	Series	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
03.05.& 04.05.2021	M-Tue	15:00	Movie	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	M-F	16:00	Series	3 147	3.0	1049	4.0	791	3.5	903	3.0	1057
3.05., 04.05., 06.05.,24.05.2021	M-F	17:00	Movie	5 950	5.0	1190	6.4	929	5.7	1036	4.9	1206
	M-F	17:00	17 o'clock News	6 545	5.5	1190	7.0	929	6.3	1036	5.4	1206
	M-F	17:30	Face To Face	6 545	5.5	1190	7.0	929	6.3	1036	5.4	1206
05.05. & 07.05.2021	W;F	17:30	House arrest (re-run)	6 545	5.5	1190	7.0	929	6.3	1036	5.4	1206
	M-F	18:00	Capital Hillbillies (re-run)	7 140	6.0	1190	7.7	929	6.9	1036	5.9	1206
	M-F	19:00	News Hour	14 690	10.5	1399	12.9	1143	12.3	1194	10.0	1469
	M-F	20:00	Ruthless City	13 291	9.5	1399	11.6	1143	11.1	1194	9.0	1469
24.05.2021	M	20:00	History Untold: The Legacy of Evlogyi Georgiev	12 591	9.0	1399	11.0	1143	10.5	1194	8.6	1469
	M	21:00	Scars	13 990	10.0	1399	12.2	1143	11.7	1194	9.5	1469
31.05.2021	M-F	21:00	Dear Heirs (re-run)	13 990	10.0	1399	12.2	1143	11.7	1194	9.5	1469
	Tue-Wed	21:00	MasterChef	15 389	11.0	1399	13.5	1143	12.9	1194	10.5	1469
	TR	21:00	Home Makeover	13 990	10.0	1399	12.2	1143	11.7	1194	9.5	1469
13.05.2021	TR	21:00	Wife Swap	12 591	9.0	1399	11.0	1143	10.5	1194	8.6	1469
	F	21:00	Sunny Beach	16 788	12.0	1399	14.7	1143	14.1	1194	11.4	1469
21.05.2021	F	21:00	The Comedians and Friends	11 192	8.0	1399	9.8	1143	9.4	1194	7.6	1469
	F	22:00	The Comedians and Friends	11 192	8.0	1399	9.8	1143	9.4	1194	7.6	1469
	M-F	22:30	The Late Night Show	9 793	7.0	1399	8.6	1143	8.2	1194	6.7	1469
24.05.2021	M-F	23:00	Late News	6 995	5.0	1399	6.1	1143	5.9	1194	4.8	1469
	M-F	23:30	Late News	6 995	5.0	1399	6.1	1143	5.9	1194	4.8	1469
24.05.2021	M-F	23:30	House arrest (re-run)	6 995	5.0	1399	6.1	1143	5.9	1194	4.8	1469
	M-F	0:00	Series	1 762	2.0	881	2.3	774	2.1	824	2.0	872
	M-F	1:00	Series	1 322	1.5	881	1.7	774	1.6	824	1.5	872
	M-F	2:00	Night Program	420	1.0	420	1.3	336	1.1	369	1.0	410

					A 18-49		A 15-64		F 25-54		M 18-49	
	Day	Time	Program	Price 30"	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	1 049	1.0	1049	1.3	791	1.2	903	1.0	1057
	Sa	6:30	Documentary	1 574	1.5	1049	2.0	791	1.7	903	1.5	1057
	Sa	7:30	Friends	2 098	2.0	1049	2.7	791	2.3	903	2.0	1057
	Sa	8:00	This Saturday	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Sa	11:00	Cool-T	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
	Sa	12:00	12 o'clock News	4 721	4.5	1049	6.0	791	5.2	903	4.5	1057
	Sa	12:30	Treasures of Bulgaria	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
	Sa	13:00	Movie	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
	Sa	15:00	Series	3 672	3.5	1049	4.6	791	4.1	903	3.5	1057
	Sa	16:00	Marmalade	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Sa	18:00	Home Makeover (re-run)	5 950	5.0	1190	6.4	929	5.7	1036	4.9	1206
	Sa	19:00	News Hour	14 690	10.5	1399	12.9	1143	12.3	1194	10.0	1469
	Sa	20:00	Movie	11 192	8.0	1399	9.8	1143	9.4	1194	7.6	1469
	Sa	22:00	Movie	6 995	5.0	1399	6.1	1143	5.9	1194	4.8	1469
01.05.2021	Sa	23:00	Movie	6 296	4.5	1399	5.5	1143	5.3	1194	4.3	1469
22.05.2021	Sa	0:00	Movie	2 643	3.0	881	3.4	774	3.2	824	3.0	872
	Sa	1:00	Movie	1 762	2.0	881	2.3	774	2.1	824	2.0	872
	Sa	2:00	Night Program	420	1.0	420	1.3	336	1.1	369	1.0	410

					A 18-49		A 15-64		F 25-54		M 18-49	
On/From	Day	Time	Program	Price 30"	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	1 049	1.0	1049	1.3	791	1.2	903	1.0	1057
	Su	6:30	Documentary	1 049	1.0	1049	1.3	791	1.2	903	1.0	1057
	Su	7:30	Friends	2 098	2.0	1049	2.7	791	2.3	903	2.0	1057
	Su	8:00	This Sunday	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Su	11:00	Wanted	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Su	12:00	12 o'clock News	4 721	4.5	1049	6.0	791	5.2	903	4.5	1057
	Su	12:30	Series	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Su	13:00	Movie	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Su	15:00	Movie	4 196	4.0	1049	5.3	791	4.6	903	4.0	1057
	Su	17:00	120 Minutes	7 735	6.5	1190	8.3	929	7.5	1036	6.4	1206
	Su	19:00	News Hour	14 690	10.5	1399	12.9	1143	12.3	1194	10.0	1469
	Su	20:00	Bulgaria's Got Talent	20 286	14.5	1399	17.7	1143	17.0	1194	13.8	1469
02.05.2021	Su	21:30	Movie	11 192	8.0	1399	9.8	1143	9.4	1194	7.6	1469
09.05.2021	Su	22:30	Paparazzi 2.0!	10 493	7.5	1399	9.2	1143	8.8	1194	7.1	1469
09.05.2021	Su	23:30	Movie	6 296	4.5	1399	5.5	1143	5.3	1194	4.3	1469
02.05.2021	Su	0:00	Movie	3 084	3.5	881	4.0	774	3.7	824	3.5	872
	Su	1:30	Movie	1 322	1.5	881	1.7	774	1.6	824	1.5	872
	Su	2:00	Night Program	420	1.0	420	1.3	336	1.1	369	1.0	410

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Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from May 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	330	274	406	47	10
Prime Access	461	568	621	75	11
Prime Time	1032	1170	969	138	50
Late Fringe	404	428	436	71	16
Night Time			91		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
	523	573	794	121	50

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 dsitribution 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	0.52	0.57	0.79	0.12	0.05
All 15-64	0.66	0.73	1.01	0.15	0.06
Women 25-54	0.60	0.66	0.91	0.14	0.06
Men 18-49	0.51	0.56	0.78	0.12	0.05

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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Length Coefficients

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

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Surcharges

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 Jaunary, 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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