



Rate Card for Broadcasting Commercial Communications of BTV Media Group EAD Valid from Jul 1 2024

Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program in bTV or time slot in the thematic TV channels - bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING with no rating guaranteed.

bMG defines the following TV bundles that include the channels specified below, according to the target group.

A15-64	A 18-49	F 25-54	M 18-49
bTV	bTV	bTV	bTV
bTV Action	bTV Action	bTV Action	bTV Action
bTV Cinema	bTV Cinema	bTV Cinema	bTV Cinema
bTV Comedy	bTV Comedy	bTV Comedy	bTV Comedy
bTV Story	bTV Story	bTV Story	bTV Story
RING	RING	RING	RING
Soul&Pepper	Soul&Pepper	Soul&Pepper	
Wness TV	Wness TV	Wness TV	

For all channels in a TV bundle bMG guarantees rating points, as described in detail in each monthly Rate card. The gross prices will be applied to the guaranteed rating points for each program in bTV and the average rating for the respective time slot in the Thematic Channels.

The rating points (RTG) in the rate card 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.

Time Slots

bMG sells commercial time with regard to the two time slots specified below. Commercial breaks are associated with the time slot in which they are broadcast.

Time Slot	From - To
Off Prime Time	00:00 – 17:29
Prime Time	17:30 – 23:59

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. The prices for the sport championships are subject to a separate rate card.

All other subjects not mentioned in the present document are regulated by the TV Sales Policy for 2024 and 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

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
 ☎(+359 2) 9176 800 ☎(+359 2) 9176 886
www.btv.bg



Guaranteed Rating Points, bTV
Valid as of Jul 8, 2024

On/From	Day	Time	Program	A 18-49	A 15-64	F 25-54	M 18-49
				RTG	RTG	RTG	RTG
	M-F	6:00	Cartoons	2.0	2.4	2.2	1.9
23.07.2024	M-F	6:00	Series	2.0	2.4	2.2	1.9
	M-F	6:30	Face to Face (re-run)	2.0	2.4	2.2	1.9
	M-F	7:00	Morning show	2.5	3.0	2.7	2.4
	M-F	9:30	Late Morning Show	2.5	3.0	2.7	2.4
	M-F	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	M-F	12:30	The Comedians and Friends (re-run)	2.5	3.0	2.7	2.4
	M-F	13:30	Series	2.5	3.0	2.7	2.4
	M-F	15:00	Series	2.5	3.0	2.7	2.4
	M-F	16:00	Series	2.5	3.0	2.7	2.4
	M-F	17:00	17 o'clock News	3.0	3.6	3.3	2.8
	M-F	17:30	Face to Face	3.5	4.2	3.8	3.3
29.07.2024	M-F	17:30	Two and a half men	3.5	4.2	3.8	3.3
	M-F	18:00	Who Wants To Be A Millionaire? (re-run)	4.5	5.4	4.9	4.2
	M-F	19:00	News Hour	7.0	8.4	7.7	6.6
01.07. - 05.07.2024	M-F	20:00	Dear Daddies (re-run)	7.0	8.4	7.7	6.6
08.07.2024	M-F	20:00	Who Knew? (re-run)	7.0	8.4	7.7	6.6
	M-F	21:00	Series	7.0	8.4	7.7	6.6
	M-F	22:00	Late News	5.0	6.0	5.5	4.7
	M-F	22:30	Series	4.0	4.8	4.4	3.8
	M-F	23:30	Series *	3.0	3.6	3.3	2.8
	M-F	0:00	Series *	3.0	3.6	3.3	2.8
	M-F	0:30	Series	2.0	2.4	2.2	1.9
	M-F	1:30	Series	1.5	1.8	1.6	1.4
	M-F	2:00	Night Program	1.0	1.2	1.1	0.9

On/From	Day	Time	Program	A 18-49	A 15-64	F 25-54	M 18-49
				RTG	RTG	RTG	RTG
	Sa	6:00	Documentary	1.0	1.2	1.1	0.9
	Sa	8:00	This Saturday	3.0	3.6	3.3	2.8
	Sa	10:00	Documentary series (The Way)	3.0	3.6	3.3	2.8
	Sa	11:00	The Taste of Bulgaria (re-run)	3.0	3.6	3.3	2.8
	Sa	11:30	The World of Health (re-run)	3.0	3.6	3.3	2.8
	Sa	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	Sa	12:30	Movie	3.0	3.6	3.3	2.8
	Sa	14:30	Movie	3.0	3.6	3.3	2.8
	Sa	17:00	Life based on a true story * (re-run)	3.0	3.6	3.3	2.8
	Sa	17:30	Life based on a true story * (re-run)	3.0	3.6	3.3	2.8
	Sa	19:00	News Hour	6.5	7.8	7.1	6.1
	Sa	20:00	Bulgaria's Got Talent S8 (re-run)	6.5	7.8	7.1	6.1
	Sa	22:00	Movie *	4.0	4.8	4.4	3.8
	Sa	0:00	Movie *	4.0	4.8	4.4	3.8
20.07.2024	Sa	0:00	Movie	2.0	2.4	2.2	1.9
	Sa	1:00	Documentary	2.0	2.4	2.2	1.9
	Sa	2:00	Night Program	1.0	1.2	1.1	0.9

On/From	Day	Time	Program	A 18-49	A 15-64	F 25-54	M 18-49
				RTG	RTG	RTG	RTG
	Su	6:00	Documentary	1.0	1.2	1.1	0.9
	Su	8:00	This Sunday	3.0	3.6	3.3	2.8
07.07.2024	Su	10:00	Documentary series (The Way)	3.0	3.6	3.3	2.8
	Su	11:00	The Taste of Bulgaria (re-run)	3.0	3.6	3.3	2.8
	Su	11:30	The World of Health (re-run)	3.0	3.6	3.3	2.8
	Su	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	Su	12:30	Movie	3.0	3.6	3.3	2.8
28.07.2024	Su	14:30	Series	3.0	3.6	3.3	2.8
	Su	15:00	Cool-T	3.0	3.6	3.3	2.8
	Su	16:00	The Unfamiliar (re-run)	3.0	3.6	3.3	2.8
	Su	16:30	120 Minutes *	5.0	6.0	5.5	4.7
	Su	17:30	120 Minutes *	5.0	6.0	5.5	4.7
	Su	19:00	News Hour	6.5	7.8	7.1	6.1
	Su	20:00	Movie	6.5	7.8	7.1	6.1
21.07.2024	Su	22:00	Movie	6.0	7.2	6.6	5.6
	Su	22:30	Movie *	6.0	7.2	6.6	5.6
	Su	0:00	Movie *	6.0	7.2	6.6	5.6
21.07.2024	Su	0:00	Movie	2.5	3.0	2.7	2.4
28.07.2024	Su	0:30	Movie	2.5	3.0	2.7	2.4
	Su	1:30	Movie	2.0	2.4	2.2	1.9
	Su	2:00	Night Program	1.0	1.2	1.1	0.9

* Programme which fits within two time slots.

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
 ☎ (+359 2) 9176 800 ☎ (+359 2) 9176 886
 www.btv.bg



Ratecard for broadcasting commercial communications, bTV Media Group
Ratecard for bTV, no rating guaranteed
Valid as of Jul 1, 2024

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Animation 2 177	Animation 2 177	Animation 2 177	Animation 2 177	Animation 2 177	Documentary	Documentary	6:00
6:30	Face to face (re-run) 2 177	Face to face (re-run) 2 177	Face to face (re-run) 2 177	Face to face (re-run) 2 177	Face to face (re-run) 2 177			6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			7:00
7:30						1 089	1 089	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00								9:00
9:30	Late Morning Show 2 722	Late Morning Show 2 722	Late Morning Show 2 722	Late Morning Show 2 722	Late Morning Show 2 722			9:30
10:00						3 266	3 266	10:00
10:30						Documentary (The Way)	Documentary (The Way)	10:30
11:00						3 266	3 266	11:00
11:30						The Taste of Bulgaria (re-run) 3 266	The Taste of Bulgaria (re-run) 3 266	11:30
12:00	News 3 266	News 3 266	News 3 266	News 3 266	News 3 266			12:00
12:30	The Comedians and Friends /re-run/ 2 722	The Comedians and Friends /re-run/ 2 722	The Comedians and Friends /re-run/ 2 722	The Comedians and Friends /re-run/ 2 722	The Comedians and Friends /re-run/ 2 722			12:30
13:00								13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30						3 266		14:30
15:00	Series 2 722	Series 2 722	Series 2 722	Series 2 722	Series 2 722	Movie		15:00
15:30							Cool-T	15:30
16:00	Series 2 722	Series 2 722	Series 2 722	Series 2 722	Series 2 722			16:00
16:30							The Unfamiliar (re-run) 3 266	16:30
17:00	News 3 266	News 3 266	News 3 266	News 3 266	News 3 266			17:00
17:30	Face To Face 5 080	Face To Face 5 080	Face To Face 5 080	Face To Face 5 080	Face To Face 5 080	Life based on a true story* (re-run) 3 266	120 Minutes* 5 443	17:30
18:00	Who Wants To Be A Millionaire (re-run) 6 532	Who Wants To Be A Millionaire (re-run) 6 532	Who Wants To Be A Millionaire (re-run) 6 532	Who Wants To Be A Millionaire (re-run) 6 532	Who Wants To Be A Millionaire (re-run) 6 532			18:00
18:30								18:30
19:00	News 10 161	News 10 161	News 10 161	News 10 161	News 10 161			19:00
19:30								19:30
20:00	Dear Daddies 10 161	Dear Daddies 10 161	Dear Daddies 10 161	Dear Daddies 10 161	Dear Daddies 10 161	Bulgaria's Got Talent S8 (re-run) 9 435	Movie 9 435	20:00
20:30								20:30
21:00	Series 10 161	Series 10 161	Series 10 161	Series 10 161	Series 10 161			21:00
21:30								21:30
22:00	News 7 258	News 7 258	News 7 258	News 7 258	News 7 258			22:00
22:30	Series 5 806	Series 5 806	Series 5 806	Series 5 806	Series 5 806	Movie* 9 435	Movie* 9 435	22:30
23:00								23:00
23:30	Series* 4 355	Series* 4 355	Series* 4 355	Series* 4 355	Series* 4 355			23:30
0:00	Series* 3 266	Series* 3 266	Series* 3 266	Series* 3 266	Series* 3 266	Movie* 5 806	Movie* 8 709	0:00
0:30								0:30
1:00	Series 2 177	Series 2 177	Series 2 177	Series 2 177	Series 2 177	Movie 4 355		1:00
1:30								1:30
2:00	Night Program 1 633	Night Program 1 633	Night Program 1 633	Night Program 1 633	Night Program 1 633			2:00
6:00								6:00
						1 089	1 089	

The above prices are gross (in BGN, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.
 * Programme which fits within two time slots.

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
 ☎(+359 2) 9176 800 ☎(+359 2) 9176 886
 www.btv.bg

Ratecard, Thematic Channels Valid as of Jul 1, 2024

Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program or time slot in each bMG thematic channel.

1/ Guaranteed average rating points for each time slot in the thematic channels, part of a TV bundle, according to the buying target group

Off Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.25	0.30	0.30	0.14	0.03	0.03	0.03
A 15-64	0.30	0.36	0.36	0.17	0.04	0.04	0.04
F 25-54	0.27	0.33	0.33	0.15	0.03	0.03	0.03
M 18-49	0.24	0.28	0.28	0.13	0.03		

Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.55	0.55	0.55	0.70	0.06	0.03	0.03
A 15-64	0.66	0.66	0.66	0.84	0.07	0.04	0.04
F 25-54	0.60	0.60	0.60	0.77	0.07	0.03	0.03
M 18-49	0.52	0.52	0.52	0.66	0.06		

2/Gross prices for 30" airings in each time slot during the year across the thematic channels bTV Comedy, bTV Cinema, bTV Action, bTV Story, RING - in BGN, without discounts, VAT excl and no rating guaranteed

Time Slot	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING
Off Prime Time	224	268	268	125	27
Prime Time	656	656	656	835	72

bTV Media Group



Media Group

Length Indexes

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

AA Forms Indexes

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 for 30" spot	120%	120%	30
Wrapper	250%	250%	10
3"+4" Break IDs	120%	120%	7
3"+4" 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 Break for two 30" spots	250%	400%	30

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
☎ (+359 2) 9176 800 ☎ (+359 2) 9176 886
www.btv.bg



Surcharges

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
20% surcharge for guaranteed broadcast in a commercial break of a program, chosen by the client	

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