



## Rate Card for Broadcasting Commercial Communications of BTV Media Group EAD Valid from Sep 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 selected 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

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Guaranteed Rating Points, bTV  
Valid as of Sep 5, 2024

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	M-F	6:00	Morning show	2.5	3.0	2.7	2.4
06.09. & 23.09.2024	M-F	6:00	Documentary	1.0	1.2	1.1	0.9
06.09. & 23.09.2024	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)	3.0	3.6	3.3	2.8
06.09.2024	F	12:30	Series	2.5	3.0	2.7	2.4
23.09.2024	M	12:30	Million Dollar Island Highlights	3.0	3.6	3.3	2.8
	M-F	13:30	Series	2.5	3.0	2.7	2.4
06.09.2024	F	14:00	Concert Bourgas and the Sea	2.5	3.0	2.7	2.4
23.09.2024	M	14:00	Run To Victory (re-run)	3.0	3.6	3.3	2.8
	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
06.09. & 23.09.2024	F	16:00	Movie *	2.5	3.0	2.7	2.4
06.09. & 23.09.2024	F	17:30	Movie *	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	3.0	3.6	3.3	2.8
	M-F	18:00	Who Wants To Be A Millionaire?	4.5	5.4	4.9	4.2
	M-F	19:00	News Hour	6.5	7.8	7.1	6.1
	M-TR	20:00	Who Knew? (re-run)	7.0	8.4	7.7	6.6
06.09.2024	F	20:00	Movie	7.0	8.4	7.7	6.6
09.09.2024	M-F	20:00	Who Knew?	7.0	8.4	7.7	6.6
16.09.2024	M-TR	20:00	Million Dollar Island	10.0	12.0	11.0	9.4
20.09.2024	F	20:00	Run To Victory	10.0	12.0	11.0	9.4
	M-F	21:00	Series	6.5	7.8	7.1	6.1
24.09.2024	Tue-W	22:00	Name That Tune	7.0	8.4	7.7	6.6
19.09.2024	TR-F	22:00	Guess My Age	7.0	8.4	7.7	6.6
	M-F	22:00	Late News	5.0	6.0	5.5	4.7
09.09.-12.09.2024	M-F	22:30	Late News	5.0	6.0	5.5	4.7
	M-F	22:30	Series	4.0	4.8	4.4	3.8
09.09.-12.09.2024	M-F	23:00	Series	4.0	4.8	4.4	3.8
13.09.2024	M-F	23:00	Late News	5.0	6.0	5.5	4.7
	M-F	23:30	Series *	2.5	3.0	2.7	2.4
	M-F	0:00	Series *	2.5	3.0	2.7	2.4
06.09.2024	M-F	23:30	Concert Grafa *	2.5	3.0	2.7	2.4
06.09.2024	M-F	0:00	Concert Grafa *	2.5	3.0	2.7	2.4
	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 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
07.09 & 14.09.2024	Sa	6:00	Documentary	1.0	1.2	1.1	0.9
21.09.2024	Sa	6:00	World of Health (re-run)	1.0	1.2	1.1	0.9
21.09 & 28.09.2024	Sa	6:30	Documentary	1.0	1.2	1.1	0.9
07.09.2024	Sa	7:30	This Saturday	3.0	3.6	3.3	2.8
	Sa	11:00	The Taste of Bulgaria	3.0	3.6	3.3	2.8
	Sa	11:30	The World of Health	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
21.09.2024	Sa	12:30	Million Dollar Island Highlights	3.0	3.6	3.3	2.8
21.09.2024	Sa	14:00	Concert Bourgas and the Sea - Competition for Young Talents	3.0	3.6	3.3	2.8
07.09.2024	Sa	14:30	Movie	3.0	3.6	3.3	2.8
14.09.2024	Sa	15:00	Home Makeover (re-run)	3.0	3.6	3.3	2.8
14.09.2024	Sa	16:00	Cool-T	3.0	3.6	3.3	2.8
	Sa	17:00	Life based on a true story *	3.0	3.6	3.3	2.8
	Sa	17:30	Life based on a true story *	3.0	3.6	3.3	2.8
	Sa	19:00	News Hour	6.5	7.8	7.1	6.1
07.09.2024	Sa	20:00	Movie	5.5	6.6	6.0	5.2
14.09.2024	Sa	20:00	The Voice of Bulgaria	10.5	12.6	11.5	9.9
21.09.2024	Sa	20:00	Run To Victory	10.0	12.0	11.0	9.4
14.09.2024	Sa	22:30	Name That Tune	7.0	8.4	7.7	6.6
	Sa	22:00	Movie *	4.0	4.8	4.4	3.8
	Sa	0:00	Movie *	4.0	4.8	4.4	3.8
14.09.2024	Sa	23:30	Concert Andrea Bocelli *	2.0	2.4	2.2	1.9
14.09.2024	Sa	0:00	Concert Andrea Bocelli *	2.0	2.4	2.2	1.9
	Sa	0:30	Movie	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 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
01.09.2024	Su	6:00	Animated series	1.0	1.2	1.1	0.9
08.09.2024	Su	6:00	Documentary	1.0	1.2	1.1	0.9
15.09.2024	Su	6:00	World of Health (re-run)	1.0	1.2	1.1	0.9
	Su	6:30	Documentary	1.0	1.2	1.1	0.9
08.09.2024	Su	7:30	This Sunday	3.0	3.6	3.3	2.8
	Su	8:00	This Sunday	3.0	3.6	3.3	2.8
01.09.2024	Su	10:00	Documentary series	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
15.09.2024	Su	11:00	Treasures of Bulgaria (re-run)	3.0	3.6	3.3	2.8
	Su	11:30	The World of Health	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
22.09.2024	Su	12:30	Million Dollar Island Recap & Highlights	3.0	3.6	3.3	2.8
22.09.2024	Su	14:00	Run To Victory (re-run)	3.0	3.6	3.3	2.8
	Su	14:30	Movie	3.0	3.6	3.3	2.8
	Su	16:00	The Unfamiliar (re-run)	3.0	3.6	3.3	2.8
	Su	16:00	bTV Tells	3.0	3.6	3.3	2.8
	Su	16:30	Who Wants To Be A Millionaire? (re-run) *	3.0	3.6	3.3	2.8
	Su	17:30	Who Wants To Be A Millionaire? (re-run) *	3.0	3.6	3.3	2.8
15.09.2024	Su	16:30	120 minutes *	3.5	4.2	3.8	3.3
15.09.2024	Su	17:30	120 minutes *	3.5	4.2	3.8	3.3
	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
15.09.2024	Su	20:00	The Voice of Bulgaria	10.5	12.6	11.5	9.9
	Su	22:00	Movie *	3.5	4.2	3.8	3.3
	Su	0:00	Movie *	4.0	4.8	4.4	3.8
15.09.2024	Su	22:30	Name That Tune	7.0	8.4	7.7	6.6
08.09.2024	Su	23:00	Movie *	3.5	4.2	3.8	3.3
08.09.2024	Su	0:00	Movie *	3.5	4.2	3.8	3.3
15.09.2024	Su	23:30	Movie *	3.5	4.2	3.8	3.3
15.09.2024	Su	0:00	Movie *	3.5	4.2	3.8	3.3
01.09. & 29.09.2024	Su	0:30	Movie	2.0	2.4	2.2	1.9
08.09. & 22.09.2024	Su	1:00	Movie	1.5	1.8	1.6	1.4
	Su	2:00	Night Program	1.0	1.2	1.1	0.9

\* Programme which fits within two time slots.

bTV Media Group

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**Ratecard for broadcasting commercial communications, bTV Media Group**  
**Ratecard for bTV, no rating guaranteed**  
**Valid from Sep 1 - Sep 15, 2024**

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Documentary	Documentary	6:00
6:30								6:30
7:00								7:00
7:30								7:30
8:00						1 512 This Saturday	1 512 This Sunday	8:00
8:30								8:30
9:00	3 780	3 780	3 780	3 780	3 780			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						4 536 The Taste of Bulgaria (re-run)	4 536 The Taste of Bulgaria (re-run)	11:00
11:30	3 780	3 780	3 780	3 780	3 780	4 536 The World of Health (re-run)	4 536 The World of Health (re-run)	11:30
12:00	News	News	News	News	News	News	News	12:00
12:30	4 536 The Comedians and Friends /re-run/	4 536 The Comedians and Friends /re-run/	4 536 The Comedians and Friends /re-run/	4 536 The Comedians and Friends /re-run/	4 536 The Comedians and Friends /re-run/	4 536 Movie	4 536 Movie	12:30
13:00	Series	Series	Series	Series	Series			13:00
13:30							4 536	13:30
14:00								14:00
14:30	3 780	3 780	3 780	3 780	3 780	4 536	Movie	14:30
15:00	Series	Series	Series	Series	Series	Home Makeover (re-run)		15:00
15:30	3 780	3 780	3 780	3 780	3 780	4 536		15:30
16:00	Series	Series	Series	Series	Series	Cool-T	4 536	16:00
16:30							4 536 The Unfamiliar (re-run)	16:30
17:00	3 780	3 780	3 780	3 780	3 780	4 536	4 536	17:00
17:30	News	News	News	News	News	News	Life based on a true story*	17:30
18:00	4 536 Face To Face	4 536 Face To Face	4 536 Face To Face	4 536 Face To Face	4 536 Face To Face	4 536 Face To Face	4 536 Life based on a true story*	5 292 120 Minutes *
18:30	6 048 Who Wants To Be A Millionaire	6 048 Who Wants To Be A Millionaire	6 048 Who Wants To Be A Millionaire	6 048 Who Wants To Be A Millionaire	6 048 Who Wants To Be A Millionaire	6 048 Who Wants To Be A Millionaire		
19:00	9 072 News	9 072 News	9 072 News	9 072 News	9 072 News	9 072 News	6 048 News	7 056 News
19:30	13 104 Who Knew? (re-run)	13 104 Who Knew? (re-run)	13 104 Who Knew? (re-run)	13 104 Who Knew? (re-run)	13 104 Who Knew? (re-run)	13 104 Who Knew? (re-run)	13 104 Movie	13 104 The Voice of Bulgaria
20:00	14 112 Series	14 112 Series	14 112 Series	14 112 Series	14 112 Series	14 112 Series		
20:30								
21:00	13 104 News	13 104 News	13 104 News	13 104 News	13 104 News	13 104 News	11 088 Movie*	
21:30	10 080 Series	10 080 Series	10 080 Series	10 080 Series	10 080 Series	10 080 Series		21 168 Movie *
22:00								
22:30	8 064 Series *	8 064 Series *	8 064 Series *	8 064 Series *	8 064 Series *	8 064 Series *		
23:00	5 040 Series *	5 040 Series *	5 040 Series *	5 040 Series *	5 040 Series *	5 040 Series *	8 064 Movie*	7 056 Movie*
23:30	3 780 Series	3 780 Series	3 780 Series	3 780 Series	3 780 Series	3 780 Series	6 048 Movie	
0:00								5 292 Movie
0:30	3 024 Series	3 024 Series	3 024 Series	3 024 Series	3 024 Series	3 024 Series		
1:00	2 268 Night Program	2 268 Night Program	2 268 Night Program	2 268 Night Program	2 268 Night Program	2 268 Night Program	3 024 Night Program	2 268 Night Program
1:30								
2:00								
6:00	1 512	1 512	1 512	1 512	1 512	1 512	1 512	6:00

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.

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**Ratecard for broadcasting commercial communications, bTV Media Group**  
**Ratecard for bTV, no rating guaranteed**  
**Valid from Sep 16 - Sep 30, 2024**

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Documentary	Documentary	6:00
6:30								6:30
7:00						1 512	1 512	7:00
7:30						This Saturday	This Sunday	7:30
8:00								8:00
8:30								8:30
9:00								9:00
9:30	3 780	3 780	3 780	3 780	3 780			9:30
10:00	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show	Late Morning Show			10:00
10:30								10:30
11:00						4 536	4 536	11:00
11:30						The Taste of Bulgaria 4 536	Treasures of Bulgaria (re-run) 4 536	11:30
12:00	3 780	3 780	3 780	3 780	3 780	The World of Health 4 536	The World of Health 4 536	12:00
12:30	News 4 536	News 4 536	News 4 536	News 4 536	News 4 536	News 4 536	News 4 536	12:30
13:00	The Comedians and Friends /re-run/ 4 536	The Comedians and Friends /re-run/ 4 536	The Comedians and Friends /re-run/ 4 536	The Comedians and Friends /re-run/ 4 536	The Comedians and Friends /re-run/ 4 536	Movie	Movie	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00							4 536	14:00
14:30	3 780	3 780	3 780	3 780	3 780	4 536	Movie	14:30
15:00	Series	Series	Series	Series	Series	Home Makeover (re-run)		15:00
15:30	3 780	3 780	3 780	3 780	3 780	4 536		15:30
16:00	Series	Series	Series	Series	Series	Cool-T	4 536	16:00
16:30	3 780	3 780	3 780	3 780	3 780	4 536	The Unfamiliar (re-run) 4 536	16:30
17:00	News 4 536	News 4 536	News 4 536	News 4 536	News 4 536	Life based on a true story* 4 536	120 Minutes * 5 292	17:00
17:30	Face To Face 6 048	Face To Face 6 048	Face To Face 6 048	Face To Face 6 048	Face To Face 6 048	Life based on a true story*	120 Minutes *	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			18:00
18:30								18:30
19:00	News 9 072	News 9 072	News 9 072	News 9 072	News 9 072	News 6 048	News 7 056	19:00
19:30	13 104	13 104	13 104	13 104	13 104	13 104	13 104	19:30
20:00	Million Dollar Island	Million Dollar Island	Million Dollar Island	Million Dollar Island	Run To Victory	Run To Victory	The Voice of Bulgaria	20:00
20:30								20:30
21:00								21:00
21:30								21:30
22:00		20 160	20 160	20 160	20 160	20 160	20 160	22:00
22:30		Name That Tune	Name That Tune	Guess My Age	Guess My Age	Movie*	21 168	22:30
23:00	20 160	14 112	14 112	14 112	14 112	14 112	14 112	23:00
23:30	News 10 080	News 10 080	News 10 080	News 10 080	News 10 080	News 10 080	News 10 080	23:30
0:00	Series * 5 040	Series * 5 040	Series * 5 040	Series * 5 040	Series * 5 040	Series * 5 040	Series * 5 040	0:00
0:30	3 780	3 780	3 780	3 780	3 780	3 780	3 780	0:30
1:00	Series	Series	Series	Series	Series	Series	Series	1:00
1:30	3 024	3 024	3 024	3 024	3 024	3 024	3 024	1:30
2:00	2 268	2 268	2 268	2 268	2 268	2 268	2 268	2:00
	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	Night Program	
6:00	1 512	1 512	1 512	1 512	1 512	1 512	1 512	6:00

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## Ratecard, Thematic Channels Valid as of Sep 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	0.20	0.30	0.35	0.15	0.03	0.03	0.03
A 15-64	0.24	0.36	0.42	0.18	0.04	0.04	0.04
F 25-54	0.22	0.33	0.39	0.17	0.03	0.03	0.03
M 18-49	0.19	0.28	0.33	0.14	0.03		

#### Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.60	0.75	0.75	0.85	0.05	0.03	0.03
A 15-64	0.72	0.90	0.90	1.02	0.06	0.04	0.04
F 25-54	0.66	0.82	0.82	0.93	0.05	0.03	0.03
M 18-49	0.56	0.71	0.71	0.80	0.05		

### 2/ Guaranteed average rating points for the football tournaments for each time slot in the thematic channels of bTV Media Group

TG	bTV Action		RING			
	UEFA Champions League PT	UEFA Europa League PT	UEFA Champions League PT	UEFA Europa League PT	Liga Portugal PT	Liga Portugal OPT
A 18-49	2.00	0.75	0.70	0.25	0.03	0.02
A 15-64	2.08	0.88	0.65	0.20	0.03	0.03
F 25-54	1.25	0.61	0.30	0.19	0.03	0.01
M 18-49	2.30	0.89	0.98	0.27	0.03	0.03

### 3/ 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	248	373	435	186	37
Prime Time	994	1242	1242	1408	83



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



## 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
30% surcharge for broadcast in a commercial break of the following sports events - UEFA Europa League, UEFA Champions League and Liga Portugal Betclic*	
20% surcharge for guaranteed broadcast in a commercial break of a program, chosen by the client	

\*The schedules for the sports events are available on [btv.bg](http://btv.bg)

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