



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

Rate Card bTV
Valid from Oct 1 2020

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Night Program 389	Night Program 389	Night Program 389	Night Program 389	Night Program 389	Cartoons 972	Cartoons 972	6:00
6:30	Face to Face (re-run) 1 944	Face to Face (re-run) 1 944	Face to Face (re-run) 1 944	Face to Face (re-run) 1 944	Face to Face (re-run) 1 944	Documentary 1 944	Documentary 1 944	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show			7:00
7:30						Friends 1 944	Friends 1 944	7:30
8:00						This Saturday 3 888	This Sunday 3 888	8:00
8:30								8:30
9:00								9:00
9:30	Late Morning Show 3 888	Late Morning Show 3 888	Late Morning Show 3 888	Late Morning Show 3 888	Late Morning Show 3 888			9:30
10:00								10:00
10:30								10:30
11:00						Cool-T 3 402	Wanted 3 402	11:00
11:30								11:30
12:00	News 3 888	News 3 888	News 3 888	News 3 888	News 3 888	News 3 888	News 3 888	12:00
12:30	The Late Night Show /re-run/ 3 402	The Late Night Show /re-run/ 3 402	The Late Night Show /re-run/ 3 402	The Late Night Show /re-run/ 3 402	The Late Night Show /re-run/ 3 402	The Unknown: The Children of The Other Bulgaria 3 402	Food Hunters 4 860	12:30
13:00						Movie 3 402	Movie 4 860	13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00								14:00
14:30							Alaminate 3 888	14:30
15:00						Home Makeover (re-run) 3 402	Movie 4 860	15:00
15:30	Series 2 916	Series 2 916	Series 2 916	Series 2 916	Series 2 916	15:30		
16:00						Marmalade 3 402		16:00
16:30								16:30
17:00	News 6 061	News 6 061	News 6 061	News 6 061	News 6 061		120 Minutes	17:00
17:30	Face to face 5 510	Face to face 5 510	Face to face 5 510	Face to face 5 510	Face to face 5 510	4 374		17:30
18:00	Series	Series	Series	Series	Series	Second plan		18:00
18:30								18:30
19:00	News 7 714	News 7 714	News 7 714	News 7 714	News 7 714	6 061	7 163	19:00
19:30								19:30
20:00	Evermore 14 256	Evermore 14 256	Evermore 14 256	Evermore 14 256	Evermore 14 256	12 312	14 256	20:00
20:30						The Farm	MasterChef	20:30
21:00	The Farm 13 608	The Farm 13 608	The Farm 13 608	The Farm 13 608	The Farm 13 608		14 256	21:00
21:30						17 496	Paparazzi 2.0	21:30
22:00						Movie	11 664	22:00
22:30	The Late Night Show 15 552	The Late Night Show 15 552	The Late Night Show 15 552	The Late Night Show 15 552	The Late Night Show 15 552		Movie	22:30
23:00								23:00
23:30	Late News 9 720	Late News 9 720	Late News 9 720	Late News 9 720	Late News 9 720	6 480		23:30
0:00	Series 7 128	Series 7 128	Series 7 128	Series 7 128	Series 7 128			0:00
0:30							6 480	0:30
1:00	Series 3 268	Series 3 268	Series 3 268	Series 3 268	Series 3 268		Movie	1:00
1:30								1:30
2:30	Night Program 1 634	Night Program 1 634	Night Program 1 634	Night Program 1 634	Night Program 1 634	1 634	1 226	2:30
6:00								6:00
	389	389	389	389	389	389	389	

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To/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	6:30	Face To Face (re-run)	1 944	2.0	972	2.5	782	2.0	966
	M-F	7:00	Morning Show	3 888	4.0	972	5.0	782	4.0	966
	M-F	9:30	The Late Morning Show	3 402	3.5	972	4.4	782	3.5	966
	M-F	12:00	12 o'clock News	3 888	4.0	972	5.0	782	4.0	966
	M-F	12:30	The Late Night Show (re-run)	3 402	3.5	972	4.4	782	3.5	966
	M-F	13:30	Series	2 916	3.0	972	3.7	782	3.0	966
	M-F	15:30	Series	2 916	3.0	972	3.7	782	3.0	966
	M-F	17:00	17 o'clock News	6 061	5.5	1102	6.6	913	5.5	1111
	M-F	17:30	Face To Face	5 510	5.0	1102	6.0	913	5.0	1111
	M-F	18:00	Series	7 714	7.0	1102	8.4	913	6.9	1111
	M-F	19:00	News Hour	14 256	11.0	1296	13.1	1088	10.8	1317
	M-F	20:00	Evermore	13 608	10.5	1296	12.5	1088	10.3	1317
	M-F	21:00	The Farm	15 552	12.0	1296	14.3	1088	11.8	1317
	M-F	22:30	The Late Night Show	9 720	7.5	1296	8.9	1088	7.4	1317
	M-F	23:30	Late News	7 128	5.5	1296	6.6	1088	5.4	1317
	M-F	0:00	Series	3 268	4.0	817	4.3	768	4.3	764
	M-F	1:00	Series	1 634	2.0	817	2.1	768	2.1	764
	M-F	2:00	Night Program	389	1.0	389	1.2	323	1.0	394

	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	6:00	Cartoons	972	1.0	972	1.2	782	1.0	966
	Sa	6:30	Documentary	1 944	2.0	972	2.5	782	2.0	966
	Sa	7:30	Friends	1 944	2.0	972	2.5	782	2.0	966
	Sa	8:00	This Saturday	3 888	4.0	972	5.0	782	4.0	966
	Sa	11:00	Cool-T	3 402	3.5	972	4.4	782	3.5	966
	Sa	12:00	12 o'clock News	3 888	4.0	972	5.0	782	4.0	966
	Sa	12:30	The Unknown: The Children of The Other Bulgaria	3 402	3.5	972	4.4	782	3.5	966
	Sa	13:00	Movie	3 402	3.5	972	4.4	782	3.5	966
	Sa	15:00	Home Makeover (re-run)	3 402	3.5	972	4.4	782	3.5	966
	Sa	16:00	Marmalade	4 374	4.5	972	5.6	782	4.5	966
	Sa	18:00	Second Plan	6 061	5.5	1102	6.6	913	5.5	1111
	Sa	19:00	News Hour	12 312	9.5	1296	11.3	1088	9.3	1317
	Sa	20:00	The Farm	17 496	13.5	1296	16.1	1088	13.3	1317
	Sa	22:00	Movie	6 480	5.0	1296	6.0	1088	4.9	1317
	Sa	0:00	Movie	1 634	2.0	817	2.1	768	2.1	764
	Sa	2:00	Night Program	389	1.0	389	1.2	323	1.0	394

To/From	Day	Time	Program	Price 30"	A 18-49		F 25-54		M 18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	6:00	Cartoons	972	1.0	972	1.2	782	1.0	966
	Su	6:30	Documentary	1 944	2.0	972	2.5	782	2.0	966
	Su	7:30	Friends	1 944	2.0	972	2.5	782	2.0	966
	Su	8:00	This Sunday	3 888	4.0	972	5.0	782	4.0	966
	Su	11:00	Wanted	3 402	3.5	972	4.4	782	3.5	966
	Su	12:00	12 o'clock News	3 888	4.0	972	5.0	782	4.0	966
	Su	12:30	Food Hunters	4 860	5.0	972	6.2	782	5.0	966
	Su	13:00	Movie	4 860	5.0	972	6.2	782	5.0	966
	Su	14:30	Alaminute	3 888	4.0	972	5.0	782	4.0	966
	Su	15:00	Movie	4 860	5.0	972	6.2	782	5.0	966
	Su	17:00	120 Minutes	7 163	6.5	1102	7.8	913	6.4	1111
	Su	19:00	News Hour	14 256	11.0	1296	13.1	1088	10.8	1317
	Su	20:00	MasterChef	14 256	11.0	1296	13.1	1088	10.8	1317
	Su	21:30	Paparazzi 2.0!	11 664	9.0	1296	10.7	1088	8.9	1317
	Su	22:30	Movie	6 480	5.0	1296	6.0	1088	4.9	1317
	Su	0:30	Movie	1 226	1.5	817	1.6	768	1.6	764
	Su	2:00	Night Program	389	1.0	389	1.2	323	1.0	394

bTV Media Group

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Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Oct 1 2020

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

Time Zones	bTV Action	bTV Cinema	bTV Comedy	bTV Lady	RING
Day Time	298	219	324	70	10
Prime Access	446	496	535	79	30
Prime Time	1224	1271	921	152	82
Late Fringe	383	339	361	81	44
Night Time	-	-	77	-	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
	373	466	475	93	19

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 2020. 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	0.40	0.50	0.51	0.10	0.02
Women 25-54	0.48	0.60	0.61	0.12	0.02
Men 18-49	0.40	0.50	0.51	0.10	0.02

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 AA Form	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame for 30' spot	110%	110%	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 with 30' spot	150%	150%	30

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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