



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

Rate Card bTV
Valid from Nov 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 | Documentary | 6:30 |
| 7:00 | Morning Show | Morning Show | Morning Show | Morning Show | Morning Show | 1 944 | 1 944 | 7:00 |
| 7:30 | | | | | | Friends 1 944 | Friends 1 944 | 7:30 |
| 8:00 | | | | | | This Saturday | This Sunday | 8:00 |
| 8:30 | | | | | | | | 8:30 |
| 9:00 | 3 888 | 3 888 | 3 888 | 3 888 | 3 888 | | | 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 | | | | | | 3 888 | 3 888 | 10:30 |
| 11:00 | | | | | | Cool-T | Wanted | 11:00 |
| 11:30 | 3 402 | 3 402 | 3 402 | 3 402 | 3 402 | 3 402 | 3 888 | 11:30 |
| 12:00 | News 3 888 | News 3 888 | News 3 888 | News 3 888 | News 3 888 | News 3 888 | News 4 374 | 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 | Series | Series | Series | Series | Series | Movie | Movie | 13:00 |
| 13:30 | | | | | | | 4 860 | 13:30 |
| 14:00 | | | | | | | | 14:00 |
| 14:30 | | | | | | 3 402 | Alaminute 3 888 | 14:30 |
| 15:00 | 2 916 | 2 916 | 2 916 | 2 916 | 2 916 | Home Makeover (re-run) 3 402 | Movie | 15:00 |
| 15:30 | Series | Series | Series | Series | Series | | | 15:30 |
| 16:00 | | | | | | Marmalade | | 16:00 |
| 16:30 | 2 916 | 2 916 | 2 916 | 2 916 | 2 916 | | 5 346 | 16:30 |
| 17:00 | News 5 510 | News 5 510 | News 5 510 | News 5 510 | News 5 510 | | 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 | 7 714 | 7 714 | 7 714 | 7 714 | 7 714 | 6 061 | 7 714 | 18:30 |
| 19:00 | News 14 904 | News 14 904 | News 14 904 | News 14 904 | News 14 904 | News 12 312 | News 14 904 | 19:00 |
| 19:30 | Evermore | Evermore | Evermore | Evermore | Evermore | The Farm | MasterChef | 19:30 |
| 20:00 | 13 608 | 13 608 | 13 608 | 13 608 | 13 608 | | | 20:00 |
| 20:30 | The Farm | The Farm | The Farm | The Farm | The Farm | | 14 904 | 20:30 |
| 21:00 | | | | | | 18 144 | Paparazzi 2.0 | 21:00 |
| 21:30 | | | | | | | | 21:30 |
| 22:00 | 15 552 | 15 552 | 15 552 | 15 552 | 15 552 | Movie | 12 312 | 22:00 |
| 22:30 | The Late Night Show 9 720 | The Late Night Show 9 720 | The Late Night Show 9 720 | The Late Night Show 9 720 | The Late Night Show 9 720 | | Movie | 22:30 |
| 23:00 | Late News 7 128 | Late News 7 128 | Late News 7 128 | Late News 7 128 | Late News 7 128 | | | 23:00 |
| 23:30 | Series | Series | Series | Series | Series | | | 23:30 |
| 0:00 | 3 268 | 3 268 | 3 268 | 3 268 | 3 268 | 6 480 | | 0:00 |
| 0:30 | Series | Series | Series | Series | Series | Movie | 6 480 | 0:30 |
| 1:00 | 1 634 | 1 634 | 1 634 | 1 634 | 1 634 | 1 634 | 1 226 | 1:00 |
| 1:30 | Night Program | Night Program | Night Program | Night Program | Night Program | Night Program | Night Program | 1:30 |
| 2:00 | | | | | | | | 2:00 |
| 6:00 | 389 | 389 | 389 | 389 | 389 | 389 | 389 | 6:00 |

bTV Media Group

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

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www.btv.bg



Rate Card bTV
Valid from Nov 1 2020

| On/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 |
| 23.11.2020 | M-F | 15:00 | 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 |
| 23.11.2020 | M-F | 16:00 | Series | 2 916 | 3.0 | 972 | 3.7 | 782 | 3.0 | 966 |
| | M-F | 17:00 | 17 o'clock News | 5 510 | 5.0 | 1102 | 6.0 | 913 | 5.0 | 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 | 14 904 | 11.5 | 1296 | 13.7 | 1088 | 11.3 | 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 | 18 144 | 14.0 | 1296 | 16.7 | 1088 | 13.8 | 1317 |
| | Sa | 22:00 | Movie | 6 480 | 5.0 | 1296 | 6.0 | 1088 | 4.9 | 1317 |
| | Sa | 0:30 | 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 |

| On/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 | 3 888 | 4.0 | 972 | 5.0 | 782 | 4.0 | 966 |
| | Su | 12:00 | 12 o'clock News | 4 374 | 4.5 | 972 | 5.6 | 782 | 4.5 | 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 | Alaminate | 3 888 | 4.0 | 972 | 5.0 | 782 | 4.0 | 966 |
| | Su | 15:00 | Movie | 5 346 | 5.5 | 972 | 6.8 | 782 | 5.5 | 966 |
| 15.11.2020 | Su | 15:00 | Home Makeover (re-run) | 3 402 | 3.5 | 972 | 4.4 | 782 | 3.5 | 966 |
| 15.11.2020 | Su | 16:00 | Manager of The Year 2020 | 7 776 | 8.0 | 972 | 9.9 | 782 | 8.0 | 966 |
| | Su | 17:00 | 120 Minutes | 7 714 | 7.0 | 1102 | 8.4 | 913 | 6.9 | 1111 |
| | Su | 19:00 | News Hour | 14 904 | 11.5 | 1296 | 13.7 | 1088 | 11.3 | 1317 |
| | Su | 20:00 | MasterChef | 14 904 | 11.5 | 1296 | 13.7 | 1088 | 11.3 | 1317 |
| | Su | 21:30 | Paparazzi 2.0! | 12 312 | 9.5 | 1296 | 11.3 | 1088 | 9.3 | 1317 |
| | Su | 22:30 | Movie | 6 480 | 5.0 | 1296 | 6.0 | 1088 | 4.9 | 1317 |
| | Su | 1:00 | 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



Media Group

Rate Card for the Thematic TV Channels of BTV Media Group EAD
Valid from Nov 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 | 382 | 457 | 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 | 0.41 | 0.49 | 0.10 | 0.02 |
| Women 25-54 | 0.48 | 0.49 | 0.59 | 0.12 | 0.02 |
| Men 18-49 | 0.40 | 0.41 | 0.49 | 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.

bTV Media Group

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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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