

Rate Card for Broadcasting Commercial Communications in BTV Media Group Valid from Aug 1, 2026



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.

A25-64	A 18-49	F 25-54
bTV	bTV	bTV
bTV Action	bTV Action	bTV Action
bTV Cinema	bTV Cinema	bTV Cinema
bTV Comedy	bTV Comedy	bTV Comedy
bTV Story	bTV Story	bTV Story
RING	RING	RING
Soul&Pepper	Soul&Pepper	Soul&Pepper
Wness TV	Wness TV	Wness TV
Dizi	Dizi	Dizi

For all channels in a TV bundle, subject to the present ratecard, for standard advertising (spots) bMG guarantees rating points as described in detail in the current Rate card. The gross costs will be applied to the guaranteed rating points for each program in bTV and the guaranteed rating points for the respective time slot in each Thematic Channel.

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 audience measurement 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

Sponsorship 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 TV Sales Policy for 2026 and the General Sales Rules for broadcasting TV commercial communications by BTV Media Group EAD.

The Sales Department of bTV Media Group reserves the right to make changes in the present Rate Card.



Guaranteed Rating Points in bTV channel

Valid from Aug 18, 2026



Buying Target Group									
Channel	From Date	To Date	Program	Day	From	To	A 18-49	A 25-64	F 25-54
bTV	03.08.2026	28.08.2026	Treasures of Bulgaria (re-run)	MTWTF..	6:00	6:59	1.0	1.5	1.0
bTV	31.08.2026	31.08.2026	Morning show	MTWTF..	6:00	9:29	2.5	3.3	3.3
bTV	03.08.2026	28.08.2026	Morning show	MTWTF..	7:00	9:29	2.5	3.3	3.3
bTV	03.08.2026	28.08.2026	Best of The Late Morning Show	MTWTF..	9:30	11:59	2.0	2.7	2.7
bTV	31.08.2026	31.08.2026	Late Morning Show	MTWTF..	9:30	11:59	2.0	2.7	2.7
bTV	03.08.2026	31.08.2026	12 o'clock News	MTWTF..	12:00	12:29	2.5	4.2	3.3
bTV	03.08.2026	31.08.2026	The Comedians and Friends (re-run)	MTWTF..	12:30	13:29	2.0	2.7	2.7
bTV	03.08.2026	31.08.2026	Series	MTWTF..	13:30	14:29	2.0	4.0	3.0
bTV	03.08.2026	31.08.2026	Series	MTWTF..	14:30	15:59	2.0	4.0	3.0
bTV	03.08.2026	31.08.2026	Series	MTWTF..	16:00	16:59	2.0	3.0	3.0
bTV	03.08.2026	31.08.2026	17 o'clock News	MTWTF..	17:00	17:29	3.0	4.5	3.8
bTV	03.08.2026	28.08.2026	The Taste of Bulgaria (re-run)	MTWTF..	17:30	17:59	2.0	3.0	2.5
bTV	31.08.2026	31.08.2026	Face to Face	MTWTF..	17:30	17:59	3.0	3.0	3.5
bTV	03.08.2026	31.08.2026	Guess my age (re-run)	MTWTF..	18:00	18:59	2.5	3.5	3.0
bTV	03.08.2026	31.08.2026	News Hour	MTWTF..	19:00	19:59	6.0	8.0	7.3
bTV	03.08.2026	31.08.2026	Who Knew? (re-run)	MTWTF..	20:00	21:29	6.0	8.0	6.7
bTV	03.08.2026	28.08.2026	I Love My Country S3 (re-run)	...F..	20:00	21:59	5.0	6.1	5.6
bTV	26.08.2026	26.08.2026	UEFA CL Play-off AEK Athens - Levski Sofia **	Wed	21:15	23:59	6.25	8.33	6.98
bTV	03.08.2026	31.08.2026	Series	MTWT...	21:30	22:29	5.0	6.1	5.6
bTV	07.08.2026	28.08.2026	Late News	...F..	22:00	22:29	4.0	4.6	4.6
bTV	03.08.2026	31.08.2026	Late News	MTWT...	22:30	22:59	4.0	4.6	4.6
bTV	07.08.2026	28.08.2026	Series	...F..	22:30	23:29	3.0	3.5	3.0
bTV	03.08.2026	31.08.2026	Series	MTWT...	23:00	23:59	3.0	3.6	3.6
bTV	07.08.2026	28.08.2026	Series *	...F..	23:30	23:59	2.0	2.0	2.0
bTV	07.08.2026	28.08.2026	Series *	...F..	0:00	0:29	2.0	2.0	2.0
bTV	03.08.2026	31.08.2026	Series	MTWT...	0:00	0:59	1.5	1.5	1.5
bTV	07.08.2026	28.08.2026	Series	...F..	0:30	1:59	1.5	1.5	1.5
bTV	03.08.2026	31.08.2026	Series	MTWT...	1:00	1:59	1.0	1.0	1.0
bTV	03.08.2026	31.08.2026	Night Program	MTWTF..	2:00	5:59	1.0	1.0	1.0
bTV	01.08.2026	29.08.2026	Documentary	S.	6:00	6:59	1.0	1.0	1.0
bTV	01.08.2026	29.08.2026	Series	S.	7:00	7:59	1.0	1.0	1.0
bTV	01.08.2026	29.08.2026	This Saturday	S.	8:00	9:59	2.5	3.3	3.3
bTV	01.08.2026	29.08.2026	Movie	S.	10:00	11:59	2.5	4.2	3.3
bTV	01.08.2026	29.08.2026	12 o'clock News	S.	12:00	12:29	2.5	4.2	3.3
bTV	01.08.2026	29.08.2026	Movie 12:30	S.	12:30	14:29	2.0	2.7	2.7
bTV	01.08.2026	29.08.2026	Movie 14:30	S.	14:30	16:29	2.0	2.7	2.7
bTV	01.08.2026	29.08.2026	Home Makeover S7 (re-run) *	S.	16:30	17:29	3.0	4.0	4.0
bTV	01.08.2026	29.08.2026	Home Makeover S7 (re-run) *	S.	17:30	18:59	3.0	4.0	4.0
bTV	01.08.2026	29.08.2026	News Hour	S.	19:00	19:59	5.0	5.6	5.6
bTV	01.08.2026	29.08.2026	Dancing Stars 2024 (re-run)	S.	20:00	23:29	5.0	5.0	5.8
bTV	01.08.2026	29.08.2026	Movie 23:30 *	S.	23:30	23:59	3.0	4.0	4.0
bTV	01.08.2026	29.08.2026	Movie 23:30 *	S.	0:00	1:59	3.0	4.0	4.0
bTV	01.08.2026	29.08.2026	Night Program	S.	2:00	5:59	1.0	1.0	1.0
bTV	02.08.2026	30.08.2026	Documentary	S	6:00	6:59	1.0	1.0	1.0
bTV	02.08.2026	30.08.2026	Series	S	7:00	7:59	1.0	1.0	1.0
bTV	02.08.2026	30.08.2026	This Sunday	S	8:00	9:59	2.5	3.3	3.3
bTV	02.08.2026	30.08.2026	Movie	S	10:00	11:59	2.5	3.3	3.3
bTV	02.08.2026	30.08.2026	12 o'clock News	S	12:00	12:29	2.5	4.2	3.3
bTV	02.08.2026	30.08.2026	Movie 12:30	S	12:30	14:29	2.0	3.3	2.7
bTV	02.08.2026	30.08.2026	Movie 14:30	S	14:30	16:29	2.5	4.2	3.3
bTV	02.08.2026	23.08.2026	Movie *	S	16:30	17:29	2.5	3.8	3.1
bTV	02.08.2026	23.08.2026	Movie *	S	17:30	18:59	2.5	3.8	3.1
bTV	30.08.2026	30.08.2026	120 minutes *	S	16:30	17:29	3.5	4.9	4.2
bTV	30.08.2026	30.08.2026	120 minutes *	S	17:30	18:59	3.5	4.9	4.2
bTV	02.08.2026	30.08.2026	News Hour	S	19:00	19:59	5.0	6.1	5.6
bTV	02.08.2026	30.08.2026	Bulgaria's Got Talent S9 (re-run)	S	20:00	22:29	6.0	6.6	6.0
bTV	02.08.2026	30.08.2026	Movie 22:30 *	S	22:30	23:59	2.5	3.1	3.1
bTV	02.08.2026	30.08.2026	Movie 22:30 *	S	0:00	0:59	2.5	3.1	3.1
bTV	02.08.2026	30.08.2026	Movie 01:00	S	1:00	1:59	1.5	1.5	1.5
bTV	02.08.2026	30.08.2026	Night Program	S	2:00	5:59	1.0	1.0	1.0

**Programme which fits within two time slots.*

*** In the price for broadcast in a commercial break of this program a surcharge is included, as provided in the Surcharges section of this Rate card.*



Guaranteed Rating Points in Thematic Channels

Valid from Aug 1, 2026



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

Buying Target Group									
Channel	From Date	To Date	Weekday	From Time	To Time	Time Slot	A 18-49	A 25-64	F 25-54
bTV ACTION	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.20	0.24	0.20
bTV ACTION	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.35	0.44	0.33
bTV CINEMA	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.25	0.36	0.31
bTV CINEMA	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.55	0.70	0.70
bTV COMEDY	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.30	0.30	0.42
bTV COMEDY	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.60	0.60	0.76
bTV STORY	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.15	0.19	0.25
bTV STORY	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.40	0.71	0.90
RING	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.03	0.01
RING	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.02	0.03	0.02
Dizi	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.09	0.06	0.04
Dizi	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.09	0.07	0.06
SOUL&PEPPER	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.01	0.01
SOUL&PEPPER	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01
WNESS	01.08.2026	31.08.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.02	0.02	0.04
WNESS	01.08.2026	31.08.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01

Guaranteed Rating Points for the sports tournaments/events in the thematic channels of bTV Media Group

Buying Target Group									
Channel	From Date	To Date	Weekday	From Time	To Time	Name of sport event *	A 18-49	A 25-64	F 25-54
bTV ACTION FB	12.08.2026	12.08.2026	..W....	17:30	23:59	bTV ACTION - PT - UEFA SuperCup	2.20	2.75	1.36
bTV ACTION FB	19.08.2026	26.08.2026	..W....	17:30	23:59	bTV ACTION - PT - UEFA Champions League	2.20	2.81	1.14
bTV ACTION FB	21.08.2026	31.08.2026	MTWTFSS	0:00	17:29	bTV ACTION - OPT - CEV EuroVolley Women BG Team	3.60	5.21	4.23
bTV ACTION FB	21.08.2026	31.08.2026	MTWTFSS	17:30	23:59	bTV ACTION - PT - CEV EuroVolley Women BG Team	3.60	5.21	4.23
bTV ACTION FB	01.08.2026	31.08.2026	MTWTFSS	0:00	17:29	RING - OPT -Grifid Beach Volley Tour	0.02	0.05	0.01
RING FB	19.08.2026	26.08.2026	MTWTFSS	17:30	23:59	RING - PT - UEFA Champions League	0.35	0.76	0.43
RING FB	21.08.2026	31.08.2026	MTWTFSS	0:00	17:29	RING - OPT - CEV EuroVolley Women	0.70	1.75	0.35
RING FB	21.08.2026	31.08.2026	MTWTFSS	17:30	23:59	RING - PT - CEV EuroVolley Women	0.70	1.75	0.35

** A surcharge is applied to the sports tournament/event, in accordance with the surcharge section in the present monthly ratecard.*

All games from sports tournaments will be published on <https://www.btv.bg/english/advertising/pricing/>



Ratecard for broadcasting commercial communications in bTV,

No rating guaranteed

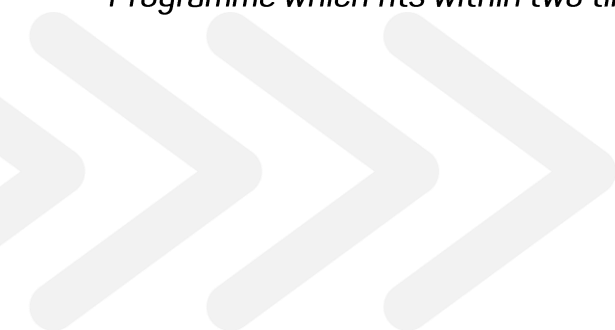
Valid from Aug 1, 2026



Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time
6:00	Treasures of Bulgaria (re-run)	Treasures of Bulgaria (re-run)	Treasures of Bulgaria (re-run)	Treasures of Bulgaria (re-run)	Treasures of Bulgaria (re-run)	Documentary	Documentary	6:00
6:30	750	750	750	750	750	750	750	6:30
7:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Series	Series	7:00
7:30						750	750	7:30
8:00						This Saturday	This Sunday	8:00
8:30								8:30
9:00	1 875	1 875	1 875	1 875	1 875			9:00
9:30	Late morning show	Late morning show	Late morning show	Late morning show	Late morning show	1 875	1 875	9:30
10:00						Movie	Movie	10:00
10:30								10:30
11:00								11:00
11:30	1 500	1 500	1 500	1 500	1 500	1 875	1 875	11:30
12:00	News	News	News	News	News	News	News	12:00
12:30	1 875	1 875	1 875	1 875	1 875	1 875	1 875	12:30
13:00	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)	Movie	Movie	13:00
13:30	1 500	1 500	1 500	1 500	1 500			13:30
14:00	Series	Series	Series	Series	Series			14:00
14:30	1 500	1 500	1 500	1 500	1 500	1 500	1 500	14:30
15:00	Series	Series	Series	Series	Series	Movie	Movie	15:00
15:30								15:30
16:00	1 500	1 500	1 500	1 500	1 500			16:00
16:30	Series	Series	Series	Series	Series	1 500	1 875	16:30
17:00	1 500	1 500	1 500	1 500	1 500	Home Makeover (re-run) *	120 minutes *	17:00
	News	News	News	News	News			17:00
	2 250	2 250	2 250	2 250	2 250	2 250	1 875	
17:30	The Taste of Bulgaria (re-run)	The Taste of Bulgaria (re-run)	The Taste of Bulgaria (re-run)	The Taste of Bulgaria (re-run)	The Taste of Bulgaria (re-run)	Home Makeover (re-run) *	120 minutes *	17:30
	1 905	1 905	1 905	1 905	1 905			
18:00	Guess My Age (re-run)	Guess My Age (re-run)	Guess My Age (re-run)	Guess My Age (re-run)	Guess My Age (re-run)			18:00
18:30								18:30
	2 381	2 381	2 381	2 381	2 381	2 858	2 381	
19:00	News	News	News	News	News	News	News	19:00
19:30								19:30
	5 715	5 715	5 715	5 715	5 715	4 763	4 763	
20:00	Who Knew? (re-run)	Who Knew? (re-run)	Who Knew? (re-run)	Who Knew? (re-run)	I Love My Country (re-run)	Dancing Stars (re-run)	Bulgaria's Got Talent (re-run)	20:00
20:30								20:30
21:00								21:00
21:30	5 715	5 715	5 715	5 715				21:30
22:00	Series	Series	Series	Series	4 763			22:00
	4 763	4 763	4 763	4 763	3 810		5 715	
22:30	News	News	News	News	Series		Movie*	22:30
	3 810	3 810	3 810	3 810				
23:00	Series	Series	Series	Series				23:00
23:30					2 858	4 763		23:30
	2 858	2 858	2 858	2 858	Series *	Movie *		
0:00	Series	Series	Series	Series	Series *	Movie *	Movie *	0:00
0:30					1 500			0:30
	1 125	1 125	1 125	1 125	Series		1 875	
1:00	Series	Series	Series	Series			Movie	1:00
1:30								1:30
	750	750	750	750	1 125	2 250	1 125	
2:00	Night	Night	Night	Night	Night	Night	Night	2:00
6:00	750	750	750	750	750	750	750	6:00

The above prices are gross (in Euro, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.

- Programme which fits within two time slots.



Ratecard for broadcasting commercial communications in
Thematic Channels
No rating guaranteed
Valid from Aug 1, 2026



Time Slot	Price
Off prime time	150
Prime time	333
Off prime time	188
Prime time	524
Off prime time	225
Prime time	572
Off prime time	113
Prime time	381
Off prime time	8
Prime time	19



The above prices are gross (in Euro, VAT excl, without discounts) for 30" airings in a selected time slot in each of the thematic channels bTV Action, bTV Cinema, , bTV Comedy, bTV Story, RING, no rating guaranteed.



Pricing Indexes



Length indexes

Type of advertising form	Length	Index to 30" spot
Advertising Spot	5"	50%x 30" price
Advertising Spot	10"	60%x 30" price
Advertising Spot	15"	75%x 30" price
Advertising Spot	20"	90%x 30" price
Advertising Spot	25"	95%x 30" price
Advertising Spot	30"	100%x 30" price
Advertising Spot	35"	120%x 30" price
Advertising Spot	40"	160%x 30" price
Advertising Spot	45"	175%x 30" price
Advertising Spot	50"	190%x 30" price
Advertising Spot	55"	200%x 30" price
Advertising Spot	60"	220%x 30" price

The prices of spots with different lengths (minimum 3 seconds) are calculated as follows: the ones whose length ends in 1, 2, 6 and 7 shall be rounded to the lower price and the ones whose length ends in 3, 4, 8 and 9 shall be rounded to the higher price.

AA Forms Indexes

Type of AA Form	Index to 30" bTV	Max Length in Sec
7"+7" Sponsorship tags	120%	14
Sponsored promo	110%	15
Sponsored Content Frame for 30" spot	120%	30
Wrapper	250%	10
5"+5" Break IDs	120%	10
5"+5" Break IDs + VO	140%	10
Content split	180%	10
Countdown	110%	10
Skyscraper	110%	10
Cut-in	110%	10
Branded bug	100%	10
Branded promo-bug	100%	10
Premium Break for two 30" spots	300%	30



Surcharges



Surcharge	Price Surcharge Coefficient
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.
Surcharge for requesting campaigns with AR forms only in bTV	20%
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 - 250 / 50 Euro, VAT excl., per each day of delay
Late submission of the commercial material during any of the months Jaunary, February, July, August	bTV / TC - 250/ 50 Euro, 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 - 500/ 100 Euro, VAT excl., per each day of delay
• 30% surcharge for broadcast in a commercial break of the following sports events - Grifid Beach Volley Tour • 30% surcharge for broadcast in a commercial break of the following sports events - UEFA Champions League, UEFA SuperCup in the channels of bTV Media Group * 50% surcharge for broadcast in a commercial break of the following sports events - UEFA CL Play-off AEK Athens - Levski Sofia on 26.08. on bTV	

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).

