





## MENU

### Our Special BREAKFAST Menu

#### For the body

1. Cup of coffee or else
2. Brown bread, butter and honey
3. Fruit
4. A glass of natural juice or mineral water

#### !!! For the soul !!!

1. GOOD MUSIC
2. EXCELENT MIX
3. GOOD MOOD, SMILE and a PERFECT DAY





MAD TV starts the day with all the active young people that go to school or to the office.

MAD recharges you with good mood right from the beginning of the day!

Gives You a start of the day with a



Have your

**BREACKFAST**

Show on MAD TV

Start one good day of your life!

**Enjoy the only morning show with  
huge doze of fresh and energetic music mix  
Share with your Boss and colleagues!**





Every working day MAD will play videos that are helping the viewers to wake up in a great mood that they will keep throughout the day, no matter what.

**Broadcast:**

Monday – Friday

**Duration:**

3 hours every day

**On air:**

07:00 h to 10:00 h





## THE SPONSOR GETS

- ❖ Trailer announcing the show with logo of the sponsor shown and name mentioned/ max.20"/ - 8 times per day. Total 240 broadcasts for 30 days.
- ❖ A tag / max.5"/ with logo of the Sponsor on the opening and closing titles of the show – 1(o/c) tag per day. Total 20 double tags for 20 days.
- ❖ Logo / and slogan if possible/ shown on the text box in the video/ max.3"each/ - 80 tags per day. Total 1600 broadcasts per 20 days.

## THE SPONSOR BENEFITS

- ❖ Banner on the official site [www.mad.tv](http://www.mad.tv) with link to the site of the Sponsor during the period of sponsorship.
- ❖ 3 TVC /max.30"/ during the show / where suitable/ . Total 60 spots for 20 days.





## COST

NUMBER OF MONTHS	Sponsorship for 1 month	Sponsorship for 3 months	Sponsorship for 6 month
Monthly price In BGN	13 552	11 654	9 906
TOTAL in BGN	13 552	34 962	59 436

### IN CASE OF SPONSORSHIP FOR 12 MONTHS, WE WOULD:

- apply 10 % additional discount to the final monthly net \* price for 6 months purchase;
- For the period of sponsorship we will provide as a bonus - 30 spots monthly

\* All prices are before V.A.T





**MAD TV and SPONSOR take all the responsibility if  
by starting the day with our BREACKFAST  
you can't stop smiling!**

**Try again tomorrow !**

