



bTV Rate Card, 1 Feb 2012

From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	M-F	05:30	Series	344	1.5	229	2.1	165	1.5	234
	M-F	06:50	Morning Show	1945	5.0	389	6.9	281	4.9	398
13.02.2012	M-F	09:30	Late Morning Show	897	3.0	299	4.2	216	2.9	306
13.02.2012	M-F	10:30	Zvezdev's Kitchen	1346	4.5	299	6.2	216	4.4	306
	M-F	11:00	Series	573	2.5	229	3.5	165	2.4	234
	M-F	12:00	12 o'clock News	1945	5.0	389	6.9	281	4.9	398
	M-F	12:30	Slavi's Show (re-run)	1346	4.5	299	6.2	216	4.4	306
	M-F	13:30	Series	916	4.0	229	5.6	165	3.9	234
	M-F	14:30	Series	687	3.0	229	4.2	165	2.9	234
	M-F	15:30	Series	802	3.5	229	4.9	165	3.4	234
	M-F	16:30	Masters of Air	1288	3.5	368	5.1	254	3.4	379
	M-F	17:00	17 o'clock News	2208	6.0	368	8.7	254	5.8	379
	M-F	17:30	Series	2256	8.0	282	11.6	195	7.8	290
	M-F	19:00	News Hour	7820	17.0	460	21.6	362	16.5	475
15.02.2012	Tu-F	20:00	Ashes of Roses	8140	18.5	440	23.5	346	17.9	454
27.02.2012	M	20:00	Bulgaria's Got Talent	6440	14.0	460	17.8	362	13.6	475
	M	21:00	A La Minute	6440	14.0	460	17.8	362	13.6	475
	Tu	21:00	Complete Madness	6440	14.0	460	17.8	362	13.6	475
	We	21:00	White Collar	5720	13.0	440	16.5	346	12.6	454
	Th	21:00	Home Wars	7990	17.0	470	21.7	369	16.5	485
	F	21:00	The Comedians	7590	16.5	460	21.0	362	16.0	475
	M-F	22:00	Late News	6021	13.5	446	17.3	348	12.4	486
	M-F	22:30	Slavi's Show	4460	10.0	446	12.8	348	9.2	486
	M-F	23:30	Masters of Air	2989	7.0	427	9.0	333	6.4	465
	M-F	00:00	Series	924	3.0	308	4.1	223	2.9	317
20.02.2012	M-F	01:00	Late morning Show RR	387	1.5	258	2.1	187	1.5	226
	M-F	02:00	Night Program	110	1.0	110	1.6	70	0.8	135

Exclusive changes

From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
until 10.02.2012	M-F	09:30	Zvezdev's Kitchen	1346	4.5	299	6.2	216	4.4	306
until 10.02.2012	M-F	10:00	Late Morning Show	897	3.0	299	4.2	216	2.9	306
until 20.02.2012	M-F	20:00	Hispania	6600	15.0	440	19.1	346	14.5	454
until 17.02.2012	M-F	01:00	Series	462	1.5	308	2.1	223	1.5	317

From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Sa	06:00	Cartoons	229	1.0	229	1.3	183	1.0	229
	Sa	06:30	Cartoons	229	1.0	229	1.3	183	1.0	229
	Sa	07:00	Cartoons	229	1.0	229	1.3	183	1.0	229
	Sa	07:30	Who's Better Than the Best	458	2.0	229	2.5	183	2.0	229
	Sa	08:30	Zvezdev's Kitchen	1288	3.5	368	4.4	295	3.5	367
	Sa	09:00	This Saturday	2024	5.5	368	6.9	295	5.5	367
	Sa	11:00	Modern	2208	6.0	368	7.5	295	6.0	367
	Sa	12:00	12 o'clock News	2392	6.5	368	8.1	295	6.5	367
	Sa	12:30	Funniest Animals	2024	5.5	368	6.9	295	5.5	367
	Sa	13:00	Movie	1410	5.0	282	6.2	226	5.0	282
	Sa	15:00	Life As It Is	1656	4.5	368	5.6	295	4.5	367
	Sa	16:00	Malcom in the Midle	1269	4.5	282	5.5	232	4.3	295
	Sa	16:30	Movie	1410	5.0	282	6.1	232	4.8	295
	Sa	19:00	News Hour	6670	14.5	460	18.6	358	15.7	424
	Sa	20:00	Movie	4180	9.5	440	12.2	342	10.3	406
	Sa	22:00	Late News	4460	10.0	446	11.5	389	10.3	433
	Sa	22:30	Movie	2349	5.5	427	6.3	372	5.7	414
	Sa	01:00	Movie	616	2.0	308	2.1	293	2.0	303
	Sa	02:00	Night Program	110	1.0	110	1.6	67	0.8	137

From	Day	Time	Program	Price 30"	18-49		W25-54		M18-49	
					RTG	CPP	RTG	CPP	RTG	CPP
	Su	06:00	Who's Better Than the Best	115	0.5	229	0.6	183	0.5	229
	Su	07:00	Cartoon	229	1.0	229	1.3	183	1.0	229
	Su	07:30	Cartoon	229	1.0	229	1.3	183	1.0	229
	Su	08:00	Imprints	736	2.0	368	2.5	295	2.0	367
	Su	09:00	This Sunday	1840	5.0	368	6.2	295	5.0	367
	Su	11:00	Wanted	2024	5.5	368	6.9	295	5.5	367
	Su	12:00	12 o'clock News	2760	7.5	368	9.4	295	7.5	367
	Su	12:30	High Heels	2392	6.5	368	8.1	295	6.5	367
	Su	13:00	Movie	1551	5.5	282	6.9	226	5.5	282
	Su	15:00	The Unknown	1840	5.0	368	6.2	295	5.0	367
	Su	16:00	Let them talk	3312	9.0	368	10.9	303	8.6	385
	Su	19:00	News Hour	8280	18.0	460	23.1	358	19.5	424
	Su	20:00	Movie	6380	14.5	440	18.7	342	15.7	406
	Su	22:00	NEWS	5129	11.5	446	13.2	389	11.8	433
	Su	22:30	No Clothes	3122	7.0	446	8.0	389	7.2	433
	Su	23:00	Movie	1922	4.5	427	5.2	372	4.6	414
	Su	01:00	Movie	462	1.5	308	1.6	293	1.5	303
	Su	02:00	Night Program	110	1.0	110	1.6	67	0.8	137

bTV Media Group Indexes & Coefficients



Price For:	Equals:
5" spot	40% 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

Type of advertising	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
Paid Report	75%	75%	120
7"+7" Sponsorship tags	100%	100%	14
Sponsored Promo	60%	100%	15
3"+4" Break IDs	100%	100%	7
3"+4" x Break Ids + VO	120%	100%	7
Content Split	120%	100%	10
Credit Split	110%	100%	10
Countdown	70%	100%	10
Skyscraper	70%	100%	10
Cut-in	70%	100%	10
Crawl	40%	100%	15
Branded Bug	50%	100%	10
Branded Promo-bug	50%	100%	10

Price Surcharges	Price Surcharge Coeff
Break	10%
First in Break (FIB)	20%
Last in Break (LIB)	20%
Break & FIB	30%
Break & LIB	30%
Top & Tail	25%

Time Zones	
Day Time	06:00 - 16:00
Prime Access	16:00 - 19:00
Prime Time	19:00 - 00:00
Late Fringe	00:00 - 02:00
Night	02:00 - 06:00