

## SALES TARIFF FOR COMMERCIAL MESSAGES IN BNT PROGRAMS FOR THE PERIOD 01.04 – 17.06.2019

### I. SALES TARIFF FOR COMMERCIAL MESSAGES

1. Sales Tariff for commercial messages with guaranteed rating in the programs on BNT 1.

#### MONDAY - FRIDAY

TIME	PROGRAM	DAY	PRICE PER 30"	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Morning Block	Mon-Fri	450	1.7	265	1.8	250	1.6	281	3.0	150
08:30	News	Mon-Fri	450	1.7	265	1.8	250	1.6	281	3.0	150
08:45	Culture.BG	Mon-Fri	450	1.6	281	1.8	250	1.5	300	3.0	150
09:45	100% Awake	Mon-Fri	380	1.5	253	1.6	238	1.4	271	2.9	131
10:45	Series (rep.)	Mon-Fri	280	1.2	233	1.2	233	1.2	233	2.2	127
12:00	News	Mon-Fri	330	1.4	236	1.3	254	1.5	220	3.0	110
12:30	Stani Bogat (How to ne a Millionaire), (rep.)	Mon-Fri	700	2.5	280	2.5	280	2.5	280	3.5	200
13:30	Barzo, lesno, vkusno (Quick, Easy, Tasty), (rep.)	Mon-Fri	310	1.3	238	1.4	221	1.1	282	2.6	119
14:00	Malki istorii (Little Stories)	Friday	200	0.8	250	0.9	222	0.7	286	1.6	125
14:30	Children's Program Block	Mon-Thu	200	0.8	250	0.9	222	0.7	286	1.6	125
15:15	Children's Program Block	Friday	200	0.8	250	1.0	200	0.6	333	1.5	133
16:00	News	Mon-Fri	220	1.0	220	0.9	244	1.1	200	2.0	110
16:30	Series	Mon-Fri	200	0.8	250	1.0	200	0.6	333	2.0	100
17:30	Barzo, lesno, vkusno (Quick, Easy, Tasty)	Mon-Fri	400	1.6	250	2.0	200	1.2	333	3.8	105
18:00	News	Mon-Fri	850	2.8	304	2.8	304	2.9	293	6.0	142
18:20	Oshte ot denia (More from the Day)	Mon-Wed, Fri	700	2.5	280	2.3	304	2.7	259	5.5	127
18:30	TOTO 2 (Spots Lottery and Second Chance)	Thursday	600	1.8	333	1.7	353	1.9	316	3.0	200
19:00	Stani Bogat (How to ne a Millionaire)	Mon-Fri	2 500	5.0	500	5.0	500	5.0	500	6.5	385
19:45	Leka nosht, deca! (Good Night, Children!)	Mon-Fri	500	1.8	278	1.6	313	1.5	333	2.9	172
20:00	News	Mon-Fri	1 520	3.8	400	3.8	400	3.9	390	6.9	220
21:00	Istoria.BG (History.BG)	Monday	1 050	3.0	350	2.9	362	3.1	339	6.0	175
21:00	Klub Istoria.BG (History.BG Club)	Monday	1 050	3.0	350	2.9	362	3.1	339	6.0	175
21:00	Referendum	Tuesday	1 050	3.0	350	2.8	375	3.1	339	5.0	210
21:00	Series	Wednesday	1 050	3.0	350	2.9	362	3.1	339	5.2	202
21:00	Feature film	Thursday	1 000	2.8	357	2.6	385	3.0	333	4.5	222
21:00	Panorama	Friday	1 050	3.0	350	2.9	362	3.1	339	5.2	202
22:00	Series	Mon-Wed	800	2.2	364	2.0	400	2.4	333	3.2	250
22:00	Noshtni ptici (Night Birds)	Friday	800	2.2	364	2.0	400	2.4	333	3.2	250
23:00	News	Mon-Fri	800	2.5	320	2.5	320	2.5	320	2.2	364
23:30	Series	Mon-Wed	270	1.0	270	1.0	270	1.0	270	1.5	180
23:30	Vechnata muzika (The Everlasting Music)	Thursday	270	1.0	270	1.0	270	1.0	270	1.3	208
00:00	Ulovi momenta (Catch The Moment) (rep.)	Thursday	270	1.0	270	1.0	270	1.0	270	1.3	208
23:30	Jazz	Friday	270	1.0	270	1.0	270	1.0	270	1.3	208
00:30	Culture.BG	Mon-Thu	270	1.0	270	1.0	270	1.0	270	1.3	208
00:30	Feature film	Friday	270	1.0	270	1.0	270	1.0	270	1.3	208
01:00	Night program	Mon-Fri	130	0.6	217	0.6	217	0.6	217	0.6	217

**SATURDAY- SUNDAY**

TIME	PROGRAM	DAY	PRICE PER 30"	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children's Program Block	Saturday	200	1.0	200	1.0	200	1.0	200	1.1	182
08:00	Pateki (Paths)	Saturday	400	1.3	308	1.5	267	1.2	333	2.2	182
08:30	News	Saturday	420	1.5	280	1.4	300	1.6	263	2.5	168
09:00	Deniat zapochva s G. Lyubenov (The Day Starts with Georgi Lyubenov)	Saturday	550	2.0	275	2.1	262	1.9	289	3.0	183
11:00	Turizym.BG (Tourism.BG)	Saturday	450	1.6	281	1.8	250	1.6	281	2.1	214
12:00	News	Saturday	650	2.3	283	2.1	310	2.5	260	3.3	197
12:30	Brazdi (Furrows)	Saturday	700	2.5	280	2.4	292	2.6	269	5.8	121
13:00	Ide nashenskata muzika (Bulgarian Folk Music Program)	Saturday	650	2.3	283	2.3	283	2.3	283	4.8	135
14:00	Viara I obshtestvo (Faith and Society)	Saturday	400	1.6	250	1.6	250	1.8	222	3.3	121
15:00	Family Comedy	Saturday	400	1.8	222	2.0	200	2.0	200	2.5	160
16:45	Graham Nortom (rep.)	Saturday	500	1.9	263	2.0	250	1.8	278	2.6	192
17:30	Genes	Saturday	600	2.0	300	1.6	375	2.5	240	2.6	231
18:00	Izvyn igrata (Out of the Game)	Saturday	600	2.0	300	1.6	375	2.5	240	2.6	231
18:45	BBC/Umno selo (BBC/Clever Village)	Saturday	600	2.1	286	1.7	353	2.5	240	2.6	231
19:45	Leka nosht, deca! (Good night, children!)	Saturday	500	1.8	278	2.1	238	1.5	333	1.5	333
20:00	News	Saturday	1 500	3.2	469	3.1	484	3.0	500	5.6	268
20:45	Feature film	Saturday	1 300	3.6	361	3.2	406	4.0	325	5.2	250
22:45	News	Saturday	550	2.0	275	2.0	275	2.2	250	3.0	183
23:00	Feature film/Studio X	Saturday	450	1.4	321	1.4	321	1.6	281	1.8	250
00:30	Late film	Saturday	270	1.0	270	1.0	270	1.0	270	1.3	208
01:00	Night program	Saturday	130	0.6	217	0.6	217	0.6	217	0.6	217

TIME	PROGRAM	DAY	PRICE PER 30"	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children's Program Block	Sunday	230	1.0	230	1.1	209	0.9	256	2.2	105
08:00	Pateki (Paths)	Sunday	400	1.3	308	1.5	267	1.2	333	2.2	182
08:30	News & Chasten sluchai (Private Case)	Sunday	420	1.5	280	1.4	300	1.6	263	2.5	168
09:00	Deniat zapochva s G. Lyubenov (The Day Starts with Georgi Lyubenov)	Sunday	550	2.0	275	2.1	262	1.9	289	3.0	183
11:00	Otblizo s Mira (Closely with Mira)	Sunday	450	2.0	225	2.0	225	1.8	250	3.5	129
12:00	News	Sunday	650	2.3	283	2.0	325	2.5	260	4.4	148
12:30	#Европа (#Europe)	Sunday	650	2.2	295	2.0	325	2.4	271	4.0	163
13:00	BG Documentary	Sunday	500	1.8	278	1.8	278	1.7	294	3.1	161
14:00	Bibliotekata (The Library)	Sunday	500	1.8	278	1.6	313	1.8	278	2.7	185
15:00	Comedy film	Sunday	500	1.5	333	1.6	313	1.5	333	2.7	185
17:00	Music	Sunday	650	1.8	361	1.9	342	1.7	382	2.7	241
17:00	Cinema Show	Sunday	650	1.8	361	1.9	342	1.7	382	2.7	241
18:30	TOTO 2 I Vtori shans (Sports Lottery and Second Chance)	Sunday	540	1.5	360	1.5	360	1.5	360	2.5	216
19:00	BBC Documentary	Sunday	600	1.6	375	1.4	429	1.9	316	2.7	222
19:45	Leka nosht, deca! (Good night, children!)	Sunday	500	1.8	278	1.8	278	1.8	278	2.4	208
20:00	News	Sunday	1 500	3.2	469	3.0	500	3.5	429	6.1	246
20:45	V kadyr/Bulgaria ot krai do krai (In Frame/Bulgaria from end to end)	Sunday	950	3.0	317	2.8	339	3.1	306	4.3	221
21:15	Feature film	Sunday	950	2.9	328	2.7	352	3.0	317	4.1	232
22:45	News	Sunday	550	2.5	220	2.4	229	2.6	212	3.9	141
23:00	European Film	Sunday	350	1.5	267	1.5	267	1.5	267	2.4	167
00:30	Late film	Sunday	270	1.0	270	1.0	270	1.0	270	1.3	208
01:00	Night program	Sunday	130	0.6	217	0.6	217	0.6	217	0.6	217

## 2. Sales Tariff for commercial messages at unit prices and time slots in BNT2, BNT3 and BNT4 programs

TIME SLOT	MONDAY-SUNDAY
	BNT 2, BNT 3 and BNT 4
06:00-12:00	110
12:00-16:00	90
16:00-19:00	130
19:00-22:00	160
22:00-01:00	120
01:00-06:00	80

Valuation at the Sales Tariff for commercial messages at unit prices is made following the prices of the respective time slots requested.

## 3. Sales Tariff for commercial messages at fixed prices in BNT1 program.

TIME SLOT	MONDAY-SUNDAY
	BNT 1
06:00-07:00	550
07:00-11:00	800
11:00-13:00	1000
13:00-16:00	720
16:00-19:00	1200
19:00-22:00	2 400
22:00-23:00	1 300
23:00-01:00	950
01:00-06:00	260

- The fixed prices are valid when buying advertising time for non-monetary prestatio. The cases when the announced by BNT special price for a specific program (special programs and/or sports events) is higher than the one in the Sales Tariff for commercial messages at fixed prices in BNT1 program are exceptions.

- Valuation at the Sales Tariff for commercial messages at fixed prices is made following the prices of the respective time slots requested.

- For programs broadcasted in two different time slots, the price for the time slot when the program begins is valid.

- All commercial breaks, whether they are broadcasted at the beginning or during the transmission, or are at the border of two different time slots, are considered to the time slot, the content is part of.

## 4. Sales Tariff for commercial messages at fixed prices in BNT2, BNT3 and BNT4 programs.

TIME SLOT	MONDAY-SUNDAY
	BNT 2, BNT 3 and BNT 4
06:00-12:00	180
12:00-16:00	180
16:00-19:00	220
19:00-22:00	250
22:00-01:00	250
01:00-06:00	150

- The fixed prices are valid when buying advertising time for non-monetary prestatio. The cases when the announced by BNT special price for a specific program (special programs and/or sports events) is higher than the one in the Sales Tariff for commercial messages at fixed prices in BNT1 program are exceptions.
- Valuation at the Sales Tariff for commercial messages at fixed prices is made following the prices of the respective time slots requested.
- For programs broadcasted in two different time slots, the price for the time slot when the program begins is valid.
- All commercial breaks, whether they are broadcasted at the beginning or during the transmission, or are at the border of two different time slots, are considered to the time slot, the content is part of.

**5. Sales Tariff for commercial messages at package prices and by time slots in BNT2, BNT3 and BNT4 programs.**

GROSS BUDGET			PRICE FOR 30-SECOND CLIP
LEVEL	FROM	TO	BNT 2, BNT 3 and BNT 4
1	1 000	3 000	80
2	3 001	5 000	60
3	more than 5 001		50

- Package prices are valid when purchasing advertising time optionally in one or more of the listed channels and realized volumes in a period of up to 4 weeks. For a longer period the budget increases in proportion to the requested period.
- The broadcasts are planned by the Marketing and Sales Dept. of BNT, up to 40% in prime time.
- The package prices are not valid for broadcasting of special programs and/or sports events, for which BNT has announced special prices.

**6. Sales Tariff for commercial messages/paid report/interview with advertising purpose in BNT1, BNT2, BNT3 and BNT4 programs**

AD FORM	INDEX TO 30"	DURATION (IN SEC.)
Paid report, interview with advertising purpose	200%	up to 60

- The price for broadcasting of a paid report/interview with advertising purpose with duration exceeding 1 or more minutes, is calculated on a linear basis for the difference after the first minute on the basis of the price for 1 minute paid report/interview with advertising purpose.

**6.1. The price for shooting and production of a paid report / interview with advertising purpose is:**

- Within the City of Sofia - 700 BGN;
- Outside Sofia – 900 BGN.