

RATE CARD OF BNT PROGRAMMES,
Valid from 3 February 2020

I. RATE CARD FOR BROADCASTING COMMERCIAL COMMUNICATIONS

1. Gross price per spot per program with guaranteed rating in BNT1 programme.

MONDAY-FRIDAY

TIME	PROGRAMME	DAY	PRICE for 30 Seconds	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Morning Show	Mon-Fri	400	1,7	235	1,8	222	1,6	250	3,2	125
09:15	Culture.BG	Mon-Fri	350	1,5	233	1,7	206	1,6	219	3,0	117
10:15	100% Awake	Mon-Fri	350	1,5	233	1,6	219	1,4	250	2,9	121
11:15	Fast, Easy, Delicious	Mon-Fri	300	1,3	231	1,4	214	1,2	250	2,6	115
12:00	News	Mon-Fri	330	1,4	236	1,2	275	1,3	254	2,8	118
12:30	Faith and Society (rep)	Mon	300	1,2	250	1,2	250	1,1	273	2,1	143
12:30	History.BG (rep)	Tue	300	1,2	250	1,3	231	1,1	273	2,1	143
12:30	Referendum (rep)	Wed	300	1,2	250	1,3	231	1,1	273	2,1	143
12:30	Business.BG (rep)	Thu	300	1,2	250	1,1	273	1,1	273	2,1	143
12:30	Documentary	Fri	300	1,2	250	1,1	273	1,1	273	2,1	143
13:00	In the Frame (rep)	Thu	300	1,2	250	1,1	273	1,1	273	2,1	143
13:30	Documentary Series	Mon-Fri	220	1,1	200	1,2	183	0,9	244	1,8	122
14:00	Little Stories	Fri	200	0,9	222	0,9	222	1,0	200	1,6	125
14:30	Children's Show	Mon-Thu	200	0,9	222	0,9	222	1,0	200	1,6	125
15:15	Children's Show	Fri	200	0,8	250	0,9	222	1,0	200	1,5	133
16:00	News	Mon-Fri	240	1,0	240	0,9	267	1,1	218	2,0	120
16:30	Fast, Easy, Delicious (rep)	Mon-Fri	400	1,6	250	1,8	222	1,2	333	3,8	105
17:00	BNT at the Age of 60	Mon	400	1,4	286	1,8	222	1,4	286	3,6	111
17:00	Closely with Mira (rep)	Tue	400	1,4	286	1,8	222	1,4	286	3,6	111
17:00	Out of the Game (rep)	Wed	400	1,4	286	1,8	222	1,4	286	3,6	111
17:30	Tourism.BG (rep)	Wed	400	1,4	286	1,8	222	1,4	286	3,6	111
17:00	Eternal Music (rep)	Thu	400	1,4	286	1,8	222	1,4	286	3,6	111
17:30	Genes (rep)	Thu	400	1,4	286	1,8	222	1,4	286	3,6	111
17:00	My Playlist (rep)	Fri	400	1,4	286	1,8	222	1,4	286	3,6	111
18:00	News	Mon-Fri	850	2,7	315	2,8	304	2,9	293	6,0	142
18:20	Right from the Day	Mon-Wed,Fri	700	2,3	304	2,4	292	2,6	269	5,5	127
18:30	TOTO 2 and Second chance	Thu	500	1,9	263	1,7	294	1,9	263	3,9	128
19:00	TV Series	Mon-Fri	600	2,2	273	2,0	300	1,9	316	3,5	171
20:00	News	Mon-Fri	1 520	4,0	380	3,9	390	4,1	371	6,9	220
21:00	History.BG	Mon	900	2,9	310	2,8	321	3,1	290	5,1	176
21:00	Club History.BG	Mon	900	3,0	300	2,9	310	3,1	290	5,4	167
21:00	Referendum	Tue	900	3,0	300	2,9	310	3,1	290	5,2	173
21:00	Business.BG	Wed	900	2,6	346	2,7	333	2,8	321	5,2	173
21:30	In the Frame	Wed	900	2,7	333	2,8	321	2,9	310	4,9	184
21:30	Traces Remain	Wed	900	2,7	333	2,8	321	2,9	310	4,9	184
21:00	Feature film	Thu	900	2,9	310	2,8	321	3,0	300	4,5	200
21:00	Panorama	Fri	1 000	3,0	333	2,9	345	3,1	323	5,2	192
22:00	TV Theatre	Mon	600	2,3	261	2,4	250	2,2	273	4,0	150
22:00	My Playlist	Tue	600	2,3	261	2,4	250	2,2	273	4,0	150
22:00	Jazz	Wed	600	2,3	261	2,2	273	2,4	250	4,0	150
22:00	BNT at the Age of 60	Fri	600	2,3	261	2,1	286	2,2	273	4,0	150
23:00	News	Mon-Fri	700	2,5	280	2,5	280	2,5	280	3,4	206
23:30	TV Series	Mon-Fri	250	1,0	250	1,0	250	1,0	250	1,5	167
00:30	Feature Film	Fri	220	1,0	220	1,0	220	1,0	220	1,3	169
00:30	Culture.BG (rep)	Mon-Thu	200	1,0	200	1,0	200	1,0	200	1,3	154
01:00	Night Programme	Mon-Fri	100	0,6	167	0,6	167	0,6	167	0,6	167

SATURDAY

TIME	PROGRAMME	DAY	PRICE IN RGN	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children's Show	Saturday	200	0,9	222	1,0	200	0,8	250	1,2	167
07:55	The Day Starts with Georgi Lyubenov	Saturday	520	2,1	248	2,2	236	2,0	260	3,0	173
11:00	Tourism.BG	Saturday	420	1,7	247	1,6	263	1,7	247	2,3	183
11:30	Discovery - Documentary	Saturday	400	1,6	250	1,7	235	1,6	250	2,2	182
12:00	News	Saturday	600	2,3	261	2,2	273	2,5	240	3,3	182
12:30	The Furrows	Saturday	760	2,6	292	2,5	304	2,4	317	5,6	136
13:00	Our Music Is Coming	Saturday	600	2,3	261	2,3	261	2,3	261	4,8	125
14:00	Faith and Society	Saturday	400	1,6	250	1,7	235	1,8	222	3,1	129
15:00	Feature Film	Saturday	400	1,8	222	2,0	200	1,9	211	2,9	138
17:00	Eternal Music	Saturday	450	1,9	237	2,0	225	1,8	250	2,6	173
17:30	BNT at the Age of 60 (the best)	Saturday	500	1,9	263	1,9	263	2,1	238	2,7	185
18:30	Out of the Game	Saturday	500	1,9	263	1,8	278	2,0	250	2,6	192
19:00	Discovery - Documentary	Saturday	500	1,6	313	1,4	357	1,9	263	2,7	185
20:00	News	Saturday	1 400	3,4	412	3,2	438	3,6	389	6,3	222
21:00	Future Film	Saturday	1 100	3,2	344	3,3	333	3,1	355	4,8	229
22:00	News	Saturday	500	1,8	278	1,9	263	2,0	250	3,1	161
22:15	Feature Film / Studio X	Saturday	400	1,5	267	1,4	286	1,6	250	2,6	154
00:00	Late Feature Film	Saturday	250	1,0	250	1,0	250	1,0	250	1,3	192
01:00	Night Programme	Saturday	100	0,6	167	0,6	167	0,6	167	0,6	167

SUNDAY

TIME	PROGRAMME	DAY	PRICE IN RGN	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children's Show	Sunday	230	1,0	230	1,1	209	0,9	256	2,2	105
07:00	Paths	Sunday	300	1,2	250	1,4	214	1,3	231	2,2	136
07:55	The Day Starts with Georgi Lyubenov	Sunday	500	2,0	250	2,2	227	2,1	238	3,5	143
11:00	Closely with Mira	Sunday	450	1,8	250	2,0	225	1,9	237	3,0	150
12:00	News	Sunday	600	2,3	261	2,2	273	2,5	240	4,1	146
12:30	House of Faith	Sunday	600	2,2	273	2,1	286	2,3	261	3,8	158
13:00	The Library	Sunday	450	1,7	265	1,8	250	1,7	265	3,2	141
14:00	BG Documentary	Sunday	450	1,7	265	1,9	237	1,7	265	3,1	145
15:00	Feature Film	Sunday	500	1,9	263	1,8	278	1,7	294	2,8	179
17:00	Genes	Sunday	500	1,8	278	1,9	263	1,9	263	2,7	185
17:30	Arena Sports	Sunday	450	1,8	250	2,0	225	1,9	237	2,8	161
18:30	TOTO 2 and Second Chance	Sunday	400	1,5	267	1,5	267	1,5	267	2,5	160
19:00	Discovery - Documentary	Sunday	500	1,6	313	1,4	357	1,9	263	2,7	185
20:00	News	Sunday	1 400	3,2	438	3,0	467	3,5	400	5,6	250
21:00	BG Feature Film	Sunday	900	2,8	321	2,8	321	3,0	300	4,1	220
22:45	News	Sunday	500	1,8	278	1,9	263	2,0	250	3,1	161
23:00	European Film	Sunday	300	1,2	250	1,3	231	1,4	214	2,1	143
00:30	Feature Film	Sunday	250	1,0	250	1,0	250	1,0	250	1,3	192
01:00	Night Programme	Sunday	100	0,6	167	0,6	167	0,6	167	0,6	167

2. Gross Price per Spot in BNT2, BNT3 and BNT4 Programme.

Time Slot	Monday - Sunday
	BNT2, BNT3 and BNT4
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 -0 6:00	80

Calculation under the Rate card gross price per spot is performed at the prices applicable to the respective requested time slots.

- The price of the time slot in which the programme begins, applies to show programmes which fall into two time slots.
- All commercial breaks before or in a programme that are broadcasted on the verge of two time slots are associated with the respective programme time slot.

3. Package Price in BNT2, BNT3 and BNT4 Programme.

Gross Budget in BNT2, BNT3 and BNT4			
Level	From	To	Price per Spot 30 Seconds
1	1 000	3 000	80
2	3 001	5 000	60
3	Over 5,001		50

- Package prices are valid for purchase of optional advertising time in one or more of the listed channels and for volumes sold over a period of up to 4 weeks; in case of a longer period, the budget is increased in proportion to the requested period.
- The broadcasts are planned by BNT's Marketing and Sales Department, with up to 40% of them being planned in Prime Time.
- Advertisers/agencies use only agency discounts.
- Package Prices are not valid for broadcast of special programmes and/or sports events for which BNT has announced special prices.

4. Paid Report/Interview for Advertising Purposes in BNT1, BNT2, BNT3 and BNT4 Programme:

Advertising Form	Index - About 30 Seconds	Duration in Seconds
Paid Report/Interview for Advertising Purposes	200%	up to 60

- The price to broadcast over one or more minutes of paid report/interview for advertising purposes is calculated linearly for the difference after the first minute based on the price of one-minute paid report/interview for advertising purposes.

5. Price to Shoot and Produce Paid Report/Interview for Advertising Purposes:

- Within the city of Sofia - BGN 700;
- Outside the city of Sofia - BGN 900.

The 2020 Rate Card for broadcasting commercial communications in BNT programmes was approved by decision of BNT Management Board, Protocol № 04/23.01.2020, item 7