

**TARIFF  
FOR SALE OF COMMERCIAL COMMUNICATIONS  
IN BNT PROGRAMMES, VALID FROM SEPTEMBER 7, 2020**

**I. TARIFF FOR SALE OF COMMERCIAL COMMUNICATIONS**

**1. Tariff for sale of commercial communications with guaranteed rating of the show programmes in BNT1 programme.**

**MONDAY - FRIDAY**

TIME	PROGRAMME	DAY	PRISE FOR 30"	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	100% Awake	Mon-Fri	400	1,6	250	1,7	235	1,5	267	3,0	133
11:00	Culture.BG	Mon-Fri	350	1,5	233	1,6	219	1,4	250	2,9	121
12:00	News	Mon-Fri	330	1,4	236	1,2	275	1,3	254	2,8	118
13:00	The latest win (rep)	Mon-Fri	300	1,2	250	1,2	250	1,1	273	2,1	143
14:00	Family Series	Mon-Fri	220	1,1	200	1,2	183	0,9	244	1,8	122
14:50	Children's show	Mon-Fri	200	0,9	222	0,9	222	1,0	200	1,6	125
14:50	Little stories	Friday	200	0,9	222	0,9	222	1,0	200	1,6	125
16:00	Fast, easy, delicious	Mon-Fri	400	1,6	250	1,8	222	1,2	333	3,8	105
16:40	The world and us	Mon-Fri	400	1,4	286	1,8	222	1,4	286	3,6	111
17:00	Bulgaria in 60 minutes	Mon-Fri	600	2,0	300	1,9	316	2,1	286	3,6	167
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	Thursday	700	2,1	333	2,0	350	2,2	318	4,0	175
19:00	The latest win	Mon-Fri	1 200	3,4	353	3,3	364	3,5	343	4,2	286
20:00	News	Mon-Fri	1 520	4,0	380	3,9	390	4,1	371	6,9	220
21:00	History.BG	Monday	900	2,9	310	2,8	321	3,1	290	5,1	176
21:00	Club History.BG	Monday	900	3,0	300	2,9	310	3,1	290	5,4	167
21:00	Referendum	Tuesday	900	3,0	300	2,9	310	3,1	290	5,2	173
21:00	Business.BG	Wednesday	900	2,6	346	2,7	333	2,8	321	5,2	173
21:30	In the frame	Wednesday	900	2,7	333	2,8	321	2,9	310	4,9	184
21:30	Traces remain	Wednesday	900	2,7	333	2,8	321	2,9	310	4,9	184
21:00	Ask BNT	Thursday	900	2,9	310	2,8	321	3,1	290	5,1	176
21:00	Panorama	Friday	1 000	3,0	333	2,9	345	3,1	323	5,2	192
22:00	Late TV series	Mon-Fri	600	2,3	261	2,4	250	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	The library	Monday	500	1,5	333	1,4	357	1,6	313	2,0	250
23:30	My playlist (rep)	Tuesday	500	1,5	333	1,4	357	1,6	313	2,0	250
23:30	Saturday night with Mitko Pavlov (rep)	Wednesday	500	1,5	333	1,4	357	1,6	313	2,0	250
23:30	BNT presents (rep)	Thursday	500	1,5	333	1,4	357	1,6	313	2,0	250
23:30	Jazz	Friday	500	1,5	333	1,4	357	1,6	313	2,0	250
00:30	Reruns	Mon-Fri	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	PRISE FOR 30"	25-54		W25-54		M25-54		45+	
				RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children's show	Saturday	230	1,0	230	1,1	209	0,9	256	2,2	105
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	Jenes	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	Feature film	Saturday	500	1,9	263	1,8	278	1,7	294	2,8	179
16:00	Faith and Society	Saturday	450	1,8	250	2,0	225	1,9	237	2,9	155
17:00	Eternal music	Saturday	450	1,9	237	2,0	225	1,8	250	2,6	173
17:30	BNT presents/Discovery	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	BNT on 60	Saturday	600	1,9	316	1,8	333	2,0	300	2,7	222
20:00	News	Saturday	1 400	3,4	412	3,2	438	3,6	389	6,3	222
21:00	Saturday night with Mitko Pavlov	Saturday	1 500	3,2	469	3,3	455	3,1	484	4,0	375
22:00	My playlist	Saturday	1 100	3,1	355	3,0	367	3,2	344	3,9	282
23:00	News	Saturday	500	1,8	278	1,9	263	2,0	250	3,1	161
23:15	Studio X/Feature film	Saturday	500	1,5	333	1,4	357	1,6	313	2,6	192
01:00	Night programme	Saturday	100	0,6	167	0,6	167	0,6	167	0,6	167

## SUNDAY

TIME	PROGRAMME	DAY	PRISE FOR 30"	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	520	2,1	248	2,2	236	2,0	260	3,0	173
11:00	Closely	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	Arena sports	Sunday	600	2,2	273	2,1	286	2,3	261	3,8	158
13:30	Music, music	Sunday	450	1,7	265	1,8	250	1,7	265	3,2	141
14:00	Feature film	Sunday	500	1,9	263	1,8	278	1,7	294	2,8	179
15:45	Documentary	Sunday	500	1,8	278	1,9	263	1,9	263	2,7	185
16:45	Concert	Sunday	500	1,8	278	1,9	263	1,9	263	2,7	185
18:00	House of faith	Sunday	550	1,8	306	2,0	275	1,9	289	2,8	196
18:30	TOTO 2 and Second chance	Sunday	550	1,6	344	1,6	344	1,6	344	2,5	220
19:00	BNT on 60	Sunday	600	1,9	316	1,8	333	2,0	300	2,7	222
20:00	News	Sunday	1 400	3,2	438	3,0	467	3,5	400	5,6	250
21:00	Sunday BG movie night	Sunday	1 100	3,1	355	3,0	367	3,2	344	3,9	282
23:00	News	Sunday	500	1,8	278	1,9	263	2,0	250	3,1	161
23:15	BG version	Sunday	400	1,0	400	1,0	400	1,0	400	1,4	286
01:00	Night programme	Sunday	100	0,6	167	0,6	167	0,6	167	0,6	167

## 2. Tariff for sale of commercial communications at unit prices and in time zones in BNT2, BNT3 and BNT4 programme.

TIME ZONE	MONDAY - SUNDAY
	BNT2, BNT3 and BNT4
06:00 p.m. - 12:00 p.m.	110
12:00 p.m. - 04:00 p.m.	90
04:00 p.m. - 07:00 p.m.	130
07:00 p.m. - 10:00 p.m.	160
10:00 p.m. - 01:00 p.m.	120
01:00 p.m. - 06:00 a.m.	80

Valuation under the Tariff for sale of commercial communications at unit prices is performed at the prices applicable to the respective requested time zones.

- The price of the time zone in which the programme begins, applies to show programmes which fall into two time zones.
- All advertising spaces, whether broadcast at the beginning or during the programme, or at the border of two time zones, refer to the time zone to which the programme belongs.

## 3. Tariff for sale of commercial communications at package prices and in time zones in BNT2, BNT3 and BNT4 programme.

GROSS BUDGET			PRICE PER SPOT 30 sec. BNT2, BNT3 and BNT4
LEVEL	FROM	TO	
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 Marketing and Sales Department, with up to 40% of them being planned in PrimeTime.
- Advertisers/agencies only use agency discounts.
- Bundle prices are not valid for broadcast of special programmes and/or sports events for which BNT has announced special prices.

## 4. Tariff for sale of commercial communication Paid Report/Interview for Advertising Purposes in BNT1, BNT2, BNT3 and BNT4 programme:

FORM OF ADVERTISING	INDEX - ABOUT 30 SEC.	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.

### 4.1. 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.