

## RATE CARD FOR SALE OF COMMERCIAL COMMUNICATIONS IN BNT PROGRAMMES, VALID FROM 01 JANUARY 2025

1. Rate Card for sale of commercial communications with guaranteed rating of the show programmes in BNTI programme.

Guaranteed Rating 2025				All 25-54		F 25-54		M 25-54		All 45+	
Time	Programme	Day	Price per 30"	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	The Day Begins	M-F	984	1,4	703	1,3	785	1,3	737	2,6	376
09:30	100% Awake	M-F	703	1,0	703	0,9	785	1,0	737	1,9	376
11:00	Culture.BG	M-F	562	0,8	703	0,7	785	0,8	737	1,5	376
12:00	News	M-F	703	1,0	703	0,9	785	1,0	737	1,9	376
13:00	The Last One Wins (rep.)	M-F	492	0,7	703	0,6	785	0,7	737	1,3	376
14:15	Children Program	M-Th	422	0,6	703	0,5	785	0,6	737	1,1	376
14:30	Eternal Music	Fri	492	0,7	703	0,6	785	0,7	737	1,3	376
15:00	Children Program	Fri	492	0,7	703	0,6	785	0,7	737	1,3	376
16:00	Quickly, Easy, Tasty	M-F	633	0,9	703	0,8	785	0,9	737	1,7	376
16:30	The World and Us	M-F	703	1,0	703	0,9	785	1,0	737	1,9	376
17:00	Bulgaria in 60 Minutes	M-F	1055	1,5	703	1,3	785	1,4	737	2,8	376
18:00	News	M-F	2211	3,0	737	2,7	819	3,0	737	4,2	525
18:30	More From the Day	M-Th-F	2358	3,2	737	2,9	819	3,2	737	4,5	525
18:45	Toto 2 and Second Chance	Thu	1695	2,3	737	2,1	819	2,3	737	3,2	525
19:00	The Last One Wins	M-F	3276	4,0	819	3,6	900	4,4	737	5,7	571
20:00	News	M-F	3390	4,6	737	4,1	819	4,6	737	6,5	525
21:00	History.BG	Mon	1695	2,3	737	2,1	819	2,3	737	3,2	525
21:00	Referendum	Tue	2137	2,9	737	2,6	819	2,9	737	4,1	525
21:00	BNT Presents	Wed	1695	2,3	737	2,1	819	2,3	737	3,2	525
21:00	In Frame (once a month)	Wed	1695	2,3	737	2,1	819	2,3	737	3,2	525
21:30	The Traces Remain (once a month)	Wed	2064	2,8	737	2,5	819	2,8	737	3,9	525
21:00	Evening Show	Thu	2358	3,2	737	2,9	819	3,2	737	4,5	525
21:00	Panorama	Fri	2506	3,4	737	3,1	819	3,4	737	4,8	525
22:00	Late Series	M-F	1106	1,5	737	1,4	819	1,5	737	2,1	525
23:00	News	M-F	958	1,3	737	1,2	819	1,3	737	1,8	525
23:30	Late Series	M-Th	492	0,7	703	0,6	785	0,7	737	1,3	376
23:30	Feature Film	Fri	492	0,7	703	0,6	785	0,7	737	1,3	376
00:30	Repetitions	M-F	211	0,3	703	0,3	785	0,3	737	0,6	376
02:00	Night Programme	M-F	141	0,2	703	0,2	785	0,2	737	0,4	376
06:00	Children Program	sat	321	0,4	802	0,4	900	0,4	819	0,8	410
07:30	The Library	sun	882	1,1	802	1,0	900	1,1	819	2,2	410
08:00	The Day Begins with Georgi Lyubenov	sat	1604	2,0	802	1,8	900	2,0	819	3,9	410
11:00	Tourism.BG	sat	1524	1,9	802	1,7	900	1,9	819	3,7	410
11:30	Taste the world with...	sat	1524	1,9	802	1,7	900	1,9	819	3,7	410
12:00	News	sat	1444	1,8	802	1,6	900	1,8	819	3,5	410
12:30	Furrows	sat	2326	2,9	802	2,6	900	2,8	819	5,7	410
13:15	Here Comes Our Music	sat	1684	2,1	802	1,9	900	2,1	819	4,1	410
14:30	Religion Today	sat	882	1,1	802	1,0	900	1,1	819	2,2	410
15:30	Feature Film/Documentary/BG Series	sat	1123	1,4	802	1,2	900	1,4	819	2,7	410
17:00	Speak Now	sat	1734	2,0	867	1,9	900	1,9	900	3,5	491
19:45	Tell Me a Fairy Tale	sat	1734	2,0	867	1,9	900	1,9	900	3,5	491
20:00	News	sat	3035	3,5	867	3,4	900	3,4	900	6,2	491
21:00	European Cinema	sat	2168	2,5	867	2,4	900	2,4	900	4,4	491
23:00	News	sat	1561	1,8	867	1,7	900	1,7	900	3,2	491
23:15	Studio X/Feature Film	sat	882	1,1	802	1,0	900	1,1	819	2,2	410
00:45	Recipe for Culture (rep)	sat	241	0,3	802	0,3	900	0,3	819	0,6	410
02:00	Night Programme	sat	160	0,2	802	0,2	900	0,2	819	0,4	410

Guaranteed Rating 2025				All 25-54		F 25-54		M 25-54		All 45+	
Time	Programme	Day	Price per 30"	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children Program	sun	241	0,3	802	0,3	900	0,3	819	0,6	410
07:30	The House of Faith	sun	882	1,1	802	1,0	900	1,1	819	2,2	410
08:00	The Day Begins with Georgi Lyubenov	sun	1604	2,0	802	1,8	900	2,0	819	3,9	410
11:00	Up Close	sun	1283	1,6	802	1,4	900	1,6	819	3,1	410
12:00	News	sun	1363	1,7	802	1,5	900	1,7	819	3,3	410
12:30	Arena Sport	sun	1203	1,5	802	1,3	900	1,5	819	2,9	410
13:30	The Bulgarian Village	sun	1043	1,3	802	1,2	900	1,3	819	2,5	410
14:00	Little Stories	sun	1043	1,3	802	1,2	900	1,3	819	2,5	410
15:00	I Study, I Know and I Play	sun	1043	1,3	802	1,2	900	1,3	819	2,5	410
15:30	Family Feature Film	sun	1043	1,3	802	1,2	900	1,3	819	2,5	410
17:00	Kid's Quiz Show: I Know That	sun	1444	1,8	802	1,6	900	1,8	819	3,5	410
18:00	You Have an Appointment with...Diana Ljubenova	sun	1647	1,9	867	1,8	900	1,8	900	3,4	491
18:45	Toto 2 and Second Chance	sun	1301	1,5	867	1,4	900	1,4	900	2,6	491
19:00	With BNT Forever	sun	1734	2,0	867	1,9	900	1,9	900	3,5	491
19:45	Tell Me a Fairy Tale	sun	1734	2,0	867	1,9	900	1,9	900	3,5	491
20:00	News	sun	3381	3,9	867	3,8	900	3,8	900	6,9	491
21:00	BG Series	sun	3208	3,7	867	3,6	900	3,6	900	6,5	491
21:00	BG Movie Night	sun	2081	2,4	867	2,3	900	2,3	900	4,2	491
22:00	My Playlist	sun	2081	2,4	867	2,3	900	2,3	900	4,2	491
23:00	News	sun	1474	1,7	867	1,6	900	1,6	900	3,0	491
23:15	Concert	sun	882	1,1	802	1,0	900	1,1	819	2,2	410
00:45	Press FI (rep)	sun	241	0,3	802	0,3	900	0,3	819	0,6	410
01:15	Repetitions	sun	241	0,3	802	0,3	900	0,3	819	0,6	410
02:00	Night Programme	sun	160	0,2	802	0,2	900	0,2	819	0,4	410

**Note:** The Guaranteed RTG values are round up to the first digit.

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

BNT2, BNT3 and BNT4			
Monday-Sunday			
Time Zone	Price per 30 sec.	Time Zone	Price per 30 sec.
06:00 a.m. - 12:00 a.m.	225	7:00 p.m. - 10:00 p.m.	310
12:00 p.m. - 4:00 p.m.	215	10:00 p.m. - 1:00 p.m.	225
4:00 p.m. - 7:00 p.m.	260	1:00 p.m. - 6:00 a.m.	145

Valuation under the Rate Card 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, are considered to the time zone in which the broadcast begins.

BNT2, BNT3 and BNT4			
Gross Budget			
Level	From	To	Price per Spot 30 sec.
1	1 740	5 040	145
2	5 041	8 400	120
3	over 8 401		100

• 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.
- Package prices are not valid for broadcast of special programmes and/or sports events for which BNT has announced special prices.

4. Rate Card for sale of commercial communication Paid Report in BNT1, BNT2, BNT3 and BNT4 programme:

Form of Advertising	Index, about 30 sec.	Duration in seconds
Paid report	200%	up to 60

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

4.1. Price to shoot and produce paid report:

- Within the city of Sofia - BGN 1 150;
- Outside the city of Sofia - BGN 1 450.

All prices indicated above are in Bulgarian Leva, VAT excluded.

BNT reserves the right to amend its 2025 Sales Policy

The 2025 Rate Card for sale of commercial communications in BNT programmes was approved by decision of BNT Management Board Protocol No 41/14.14.2024, p.7.