

**RATE CARD FOR SALE OF COMMERCIAL COMMUNICATIONS
IN BNT PROGRAMMES, VALID FROM 09 JANUARY 2023**

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

Guaranteed Rating 2023				All 25-54		F 25-54		M 25-54		45+	
Time	Programme	Day	Price per 30"	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	The Day Begins	M-F	734	1,4	524	1,3	585	1,3	549	2,6	280
09:20	100% Awake	M-F	524	1,0	524	0,9	585	1,0	549	1,9	280
11:00	Culture.BG	M-F	419	0,8	524	0,7	585	0,8	549	1,5	280
12:00	News	M-F	524	1,0	524	0,9	585	1,0	549	1,9	280
13:00	The Last One Wins (rep.)	M-F	367	0,7	524	0,6	585	0,7	549	1,3	280
14:15	Children Program	M-Th	314	0,6	524	0,5	585	0,6	549	1,1	280
14:00	Little Stories	Fri	367	0,7	524	0,6	585	0,7	549	1,3	280
15:00	Children Program	Fri	367	0,7	524	0,6	585	0,7	549	1,3	280
16:00	Quickly, Easy, Tasty	M-F	472	0,9	524	0,8	585	0,9	549	1,7	280
16:30	The World and Us	M-F	524	1,0	524	0,9	585	1,0	549	1,9	280
17:00	Bulgaria in 60 Minutes	M-F	786	1,5	524	1,3	585	1,4	549	2,6	305
18:00	News	M-F	1647	3,0	549	2,8	585	3,0	549	5,4	305
18:20	More From the Day	M-W,F	1757	3,2	549	3,0	585	3,2	549	5,8	305
18:45	Toto 2 and Second Chance	Thu	1263	2,3	549	2,2	585	2,3	549	4,1	305
19:00	The Last One Wins	M-F	2440	4,0	610	3,6	671	4,4	549	5,0	488
20:00	News	M-F	2525	4,6	549	4,1	610	4,6	549	6,5	391
21:00	History.BG	Mon	1263	2,3	549	2,1	610	2,3	549	3,2	391
21:00	Referendum	Tue	1373	2,5	549	2,3	610	2,5	549	3,5	391
21:00	BNT Presents	Wed	1263	2,3	549	2,1	610	2,3	549	3,2	391
21:00	BG Series	Thu	2180	4,0	549	3,6	610	4,0	549	5,6	391
21:00	Music without End	Thu	1263	2,3	549	2,1	610	2,3	549	3,2	391
21:00	Panorama	Fri	1867	3,4	549	2,9	634	3,1	610	4,8	391
22:00	Late Series	M-F	824	1,5	549	1,4	585	1,4	610	2,9	280
22:00	In Frame/The Traces Remain	Fri	824	1,5	549	1,4	585	1,4	610	2,9	280
22:30	Eternal Music	Fri	824	1,5	549	1,4	585	1,4	610	2,9	280
23:00	News	M-F	714	1,3	549	1,2	585	1,3	549	2,5	280
23:30	Late Series	M-F	367	0,7	524	0,6	585	0,7	549	1,3	280
23:30	Feature Film	Fri	367	0,7	524	0,6	585	0,7	549	1,3	280
00:30	Repetitions	M-F	157	0,3	524	0,3	585	0,3	549	0,6	280
01:00	Night Programme	M-F	105	0,2	524	0,2	585	0,2	549	0,4	280
06:00	Children Program	Sat	239	0,4	598	0,4	671	0,4	610	0,8	305
08:00	The Day Begins with Georgi Lyubenov	Sat	1076	1,8	598	1,6	671	1,8	610	3,5	305
11:00	Tourism.BG	Sat	957	1,6	598	1,4	671	1,6	610	3,1	305
11:30	Genes	Sat	957	1,6	598	1,4	671	1,6	610	3,1	305
12:00	News	Sat	957	1,6	598	1,4	671	1,6	610	3,1	305
12:30	Furrows	Sat	1674	2,8	598	2,5	671	2,7	610	5,5	305
13:00	Here Comes Our Music	Sat	1256	2,1	598	1,9	671	2,1	610	4,1	305
14:00	Religion Today	Sat	658	1,1	598	1,0	671	1,1	610	2,2	305
15:00	Documentary	Sat	837	1,4	598	1,2	671	1,4	610	2,7	305
15:30	The Library	Sat	837	1,4	598	1,2	671	1,4	610	2,7	305
16:00	Feature Film/Documentary	Sat	837	1,4	598	1,2	671	1,4	610	2,7	305
17:00	Speak Now	Sat	1196	2,0	598	1,8	671	2,0	610	3,9	305
20:00	News	Sat	1873	2,9	646	2,8	671	2,8	671	5,1	366
21:00	Saturday Night with BNT	Sat	1615	2,5	646	2,4	671	2,4	671	4,4	366
22:00	My Playlist	Sat	1034	1,6	646	1,5	671	1,5	671	2,8	366
23:00	News	Sat	1076	1,8	598	1,6	671	1,8	610	3,5	305
23:15	Studio X/Feature Film	Sat	658	1,1	598	1,0	671	1,1	610	2,2	305
01:00	Night Programme	Sat	120	0,2	598	0,2	671	0,2	610	0,4	305
06:00	Children Program	Sun	179	0,3	598	0,3	671	0,3	610	0,6	305
07:15	The House of Faith	Sun	658	1,1	598	1,0	671	1,1	610	2,2	305
07:55	The Day Begins with Georgi Lyubenov	Sun	1196	2,0	598	1,8	671	2,0	610	3,9	305
11:00	Up Close	Sun	957	1,6	598	1,4	671	1,6	610	3,1	305
12:00	News	Sun	957	1,6	598	1,4	671	1,6	610	3,1	305
12:30	Arena Sport	Sun	777	1,3	598	1,2	671	1,3	610	2,5	305
13:30	Feature Film	Sun	777	1,3	598	1,2	671	1,3	610	2,5	305
15:00	Music without End/Concert	Sun	777	1,3	598	1,2	671	1,3	610	2,5	305
16:00	Feature Film/Documentary	Sun	777	1,3	598	1,2	671	1,3	610	2,5	305
17:00	Демско куыз шоу: Това го знам	Sun	777	1,3	598	1,2	671	1,3	610	2,5	305
18:00	Out of the Game	Sun	1076	1,8	598	1,6	671	1,8	610	3,5	305
18:45	Toto 2 and Second Chance	Sun	897	1,5	598	1,3	671	1,5	610	2,9	305
19:00	With BNT Forever	Sun	1292	2,0	646	1,9	671	1,9	671	3,5	366
20:00	News	Sun	2519	3,9	646	3,8	671	3,8	671	6,9	366
21:00	BG Movie Night	Sun	1550	2,4	646	2,3	671	2,3	671	4,2	366
21:00	BG Series	Sun	2180	3,4	646	3,2	671	3,2	681	6,0	366
23:00	News	Sun	1017	1,7	598	1,5	671	1,7	610	3,3	305
23:15	Concert	Sun	658	1,1	598	1,0	671	1,1	610	2,2	305
00:15	Feature Film	Sun	658	1,1	598	1,0	671	1,1	610	2,2	305
01:00	Night Programme	Sun	120	0,2	598	0,2	671	0,2	610	0,4	305

2. Rate Card for sale of commercial communications at unit prices and in time zones in BNT 2, BNT 3 and BNT 4 programme.

BNT 2, BNT 3 and BNT 4			
Monday-Sunday			
Time Zone	Price per 30 sec.	Time Zone	Price per 30 sec.
06:00 a.m. -12:00 a.m.	140	7:00 p.m. - 10:00 p.m.	200
12:00 p.m. -4:00 p.m.	110	10:00 p.m. - 1:00 p.m.	150
4:00 p.m. - 7:00 p.m.	170	1:00 p.m. - 6:00 a.m.	100

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.

BNT 2, BNT 3 and BNT 4			
Gross Budget			
Level	From	To	Price per Spot 30 sec.
1	1 200	3 600	100
2	3 601	6 000	80
3	over 6 001		70

- 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/Interview for Advertising Purposes in BNT 1, BNT 2, BNT 3 and BNT 4 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 850;
- Outside the city of Sofia - BGN 1090.

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

BNT reserves the right to amend its 2023 Sales Policy

The 2022 Rate Card for sale of commercial communications in BNT programmes was approved by decision of BNT Management Board Protocol No 05/2023.