

RATE CARD FOR SALE OF COMMERCIAL COMMUNICATIONS IN BNT PROGRAMMES, VALID FROM 01 SEPTEMBER 2024

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

Guaranteed Rating 2024				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	903	1,4	645	1,3	720	1,3	676	2,6	345
09:30	100% Awake	M-F	645	1,0	645	0,9	720	1,0	676	1,9	345
11:00	Culture.BG	M-F	516	0,8	645	0,7	720	0,8	676	1,5	345
12:00	News	M-F	645	1,0	645	0,9	720	1,0	676	1,9	345
13:00	The Last One Wins (rep.)	M-F	452	0,7	645	0,6	720	0,7	676	1,3	345
14:15	Children Program	M-Th	387	0,6	645	0,5	720	0,6	676	1,1	345
14:30	Eternal Music	Fri	452	0,7	645	0,6	720	0,7	676	1,3	345
15:00	Series	Fri	452	0,7	645	0,6	720	0,7	676	1,3	345
16:00	Quickly, Easy, Tasty	M-F	581	0,9	645	0,8	720	0,9	676	1,7	345
16:30	The World and Us	M-F	645	1,0	645	0,9	720	1,0	676	1,9	345
17:00	Bulgaria in 60 Minutes	M-F	968	1,5	645	1,3	720	1,4	676	2,8	345
18:00	News	M-F	2028	3,0	676	2,7	751	3,0	676	4,2	482
18:30	More From the Day	M-Th-F	2163	3,2	676	2,9	751	3,2	676	4,5	482
18:45	Toto 2 and Second Chance	Thu	1555	2,3	676	2,1	751	2,3	676	3,2	482
19:00	The Last One Wins	M-F	3004	4,0	751	3,6	826	4,4	676	5,7	524
20:00	News	M-F	3110	4,6	676	4,1	751	4,6	676	6,5	482
21:00	History.BG	Mon	1555	2,3	676	2,1	751	2,3	676	3,2	482
21:00	Referendum	Tue	1960	2,9	676	2,6	751	2,9	676	4,1	482
21:00	BNT Presents	Wed	1555	2,3	676	2,1	751	2,3	676	3,2	482
21:00	In Frame (once a month)	Wed	1555	2,3	676	2,1	751	2,3	676	3,2	482
21:30	The Traces Remain (once a month)	Wed	1893	2,8	676	2,5	751	2,8	676	3,9	482
21:00	Evening Show	Thu	2163	3,2	676	2,9	751	3,2	676	4,5	482
21:00	Panorama	Fri	2298	3,4	676	3,1	751	3,4	676	4,8	482
22:00	Late Series	M-F	1014	1,5	676	1,4	751	1,5	676	2,1	482
23:00	News	M-F	879	1,3	676	1,2	751	1,3	676	1,8	482
23:30	Late Series	M-Wed	452	0,7	645	0,6	720	0,7	676	1,3	345
23:30	Late Series/Documentary	Thu	452	0,7	645	0,6	720	0,7	676	1,3	345
23:30	Movie Chow	Fri	452	0,7	645	0,6	720	0,7	676	1,3	345
00:00	Feature Film	Fri	452	0,7	645	0,6	720	0,7	676	1,3	345
00:30	Repetitions	M-F	194	0,3	645	0,3	720	0,3	676	0,6	345
02:00	Night Programme	M-F	129	0,2	645	0,2	720	0,2	676	0,4	345
06:00	Children Program	sat	294	0,4	736	0,4	826	0,4	751	0,8	376
07:30	The Library	sun	810	1,1	736	1,0	826	1,1	751	2,2	376
08:00	The Day Begins with Georgi Lyubenov	sat	1472	2,0	736	1,8	826	2,0	751	3,9	376
11:00	Tourism.BG	sat	1398	1,9	736	1,7	826	1,9	751	3,7	376
11:30	Taste the world with...	sat	1398	1,9	736	1,7	826	1,9	751	3,7	376
12:00	News	sat	1325	1,8	736	1,6	826	1,8	751	3,5	376
12:30	Furrows	sat	2134	2,9	736	2,6	826	2,8	751	5,7	376
13:15	Here Comes Our Music	sat	1546	2,1	736	1,9	826	2,1	751	4,1	376
14:30	Religion Today	sat	810	1,1	736	1,0	826	1,1	751	2,2	376
15:30	Feature Film/Documentary/BG Series	sat	1030	1,4	736	1,2	826	1,4	751	2,7	376
17:00	Speak Now	sat	1590	2,0	795	1,9	826	1,9	826	3,5	450
19:45	Tell Me a Fairy Tale	sat	1590	2,0	795	1,9	826	1,9	826	3,5	450
20:00	News	sat	2783	3,5	795	3,4	826	3,4	826	6,2	450
21:00	European Cinema	sat	1988	2,5	795	2,4	826	2,4	826	4,4	450
23:00	News	sat	1431	1,8	795	1,7	826	1,7	826	3,2	450
23:15	Studio X/Feature Film	sat	810	1,1	736	1,0	826	1,1	751	2,2	376
00:45	Recipe for Culture (rep)	sat	221	0,3	736	0,3	826	0,3	751	0,6	376
02:00	Night Programme	sat	147	0,2	736	0,2	826	0,2	751	0,4	376

Guaranteed Rating 2024				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	221	0,3	736	0,3	826	0,3	751	0,6	376
07:30	The House of Faith	sun	810	1,1	736	1,0	826	1,1	751	2,2	376
08:00	The Day Begins with Georgi Lyubenov	sun	1472	2,0	736	1,8	826	2,0	751	3,9	376
11:00	Up Close	sun	1178	1,6	736	1,4	826	1,6	751	3,1	376
12:00	News	sun	1251	1,7	736	1,5	826	1,7	751	3,3	376
12:30	Arena Sport	sun	1104	1,5	736	1,3	826	1,5	751	2,9	376
13:30	The Bulgarian Village	sun	957	1,3	736	1,2	826	1,3	751	2,5	376
14:00	Little Stories	sun	957	1,3	736	1,2	826	1,3	751	2,5	376
15:00	I Study, I Know and I Play	sun	957	1,3	736	1,2	826	1,3	751	2,5	376
15:30	Family Feature Film	sun	957	1,3	736	1,2	826	1,3	751	2,5	376
17:00	Kid's Quiz Show: I Know That	sun	1325	1,8	736	1,2	826	1,3	751	2,5	376
18:00	You Have an Appointment with... Diana Ljubenova	sun	1511	1,9	795	1,8	826	1,8	826	3,4	450
18:45	Toto 2 and Second Chance	sun	1193	1,5	795	1,4	826	1,4	826	2,7	450
19:00	With BNT Forever	sun	1590	2,0	795	1,9	826	1,9	826	3,5	450
19:45	Tell Me a Fairy Tale	sun	1590	2,0	795	1,9	826	1,9	826	3,5	450
20:00	News	sun	3101	3,9	795	3,8	826	3,8	826	6,9	450
21:00	BG Series	sun	2942	3,7	795	3,6	826	3,6	826	6,5	450
21:00	BG Movie Night	sun	1908	2,4	795	2,3	826	2,3	826	4,2	450
22:00	My Playlist	sun	1908	2,4	795	2,3	826	2,3	826	4,2	450
23:00	News	sun	1352	1,7	795	1,6	826	1,6	826	3,0	450
23:15	Concert	sun	810	1,1	736	1,0	826	1,1	751	2,2	376
00:45	Press F1 (rep)	sun	221	0,3	736	0,3	826	0,3	751	0,6	376
01:15	Repetitions	sun	221	0,3	736	0,3	826	0,3	751	0,6	376
02:00	Night Programme	sun	147	0,2	736	0,2	826	0,2	751	0,4	376

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.	205	7:00 p.m. - 10:00 p.m.	280
12:00 p.m. - 4:00 p.m.	195	10:00 p.m. - 1:00 p.m.	205
4:00 p.m. - 7:00 p.m.	235	1:00 p.m. - 6:00 a.m.	130

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	1600	4600	130
2	4 601	7 700	110
3	over 7 701		90

- 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 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 1 060;
- Outside the city of Sofia - BGN 1 330.

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 28/08.08.2024, p.24.