

RATE CARD
FOR SALE OF COMMERCIAL COMMUNICATIONS
IN BNT PROGRAMMES, VALID FROM 1 JANUARY 2021

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

Guaranteed Rating 2021				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 Starts	M-F	480	1,4	343	1,3	369	1,5	320	2,6	185
09:15	100% Awake	M-F	387	0,9	430	0,8	484	1,0	387	1,6	242
11:00	Culture.BG	M-F	344	0,8	430	0,7	491	0,9	382	1,5	229
12:00	News	M-F	380	1,0	380	0,8	475	1,2	317	1,8	211
13:00	The Last One Wins (rep.)	M-F	301	0,7	430	0,7	430	0,7	430	1,3	232
14:00	Family Series	M-F	300	0,8	375	0,8	375	0,8	375	1,5	200
14:50	Children's Show	M-Th	215	0,5	430	0,4	538	0,6	358	0,9	239
14:50	Little Stories	Fri	301	0,7	430	0,6	502	0,8	376	1,3	232
16:00	Fast, Easy, Delicious	M-F	387	0,9	430	0,8	484	1,0	387	1,6	242
16:40	World and we	M-F	430	1,0	430	0,9	478	1,1	391	1,8	239
17:00	Bulgaria in 60 Minutes	M-F	559	1,3	430	1,2	466	1,4	399	2,4	233
18:00	News	M-F	1080	3,0	360	2,8	386	3,2	338	5,5	196
18:20	More From the Day	M-W,F	1080	3,0	360	2,8	386	3,2	338	5,5	196
18:30	Toto 2 and Second Chance	Thu	820	2,3	357	2,2	373	2,4	342	4,2	195
19:00	The Last One Wins	M-F	1634	3,8	430	3,5	467	4,1	399	6,6	248
20:00	News	M-F	1820	4,6	396	4,3	423	4,9	371	8,4	217
21:00	History.BG	Mon	946	2,2	430	2,0	473	2,4	394	4,0	237
21:00	Club History.BG	Mon	946	2,2	430	2,0	473	2,4	394	4,0	237
21:00	Referendum	Tue	989	2,3	430	2,2	450	2,4	412	4,2	235
21:00	Business.BG	Wed	989	2,3	430	2,2	450	2,4	412	4,2	235
21:30	In the Frame	Wed	860	2,0	430	1,8	478	2,2	391	3,7	232
21:30	Traces Remain	Wed	946	2,2	430	1,9	498	2,5	378	4,0	237
21:00	Ask BNT	Thu	860	2,0	430	1,8	478	2,2	391	3,7	232
21:00	Panorama	Fri	1220	3,4	359	3,1	394	3,7	330	6,2	197
22:00	Late Series	M-F	645	1,5	430	1,4	461	1,6	403	2,7	239
23:00	News	M-F	580	1,2	483	1,1	527	1,3	446	2,2	264
23:30	The Library	Mon	301	0,7	430	0,6	502	0,8	376	1,3	232
23:30	My Playlist (rep)	Tue	301	0,7	430	0,6	502	0,8	376	1,3	232
23:30	Saturday Night with Mitko Pavlov (rep)	Wed	301	0,7	430	0,6	502	0,8	376	1,3	232
23:30	BNT Presents	Thu	387	0,9	430	0,8	484	1,0	387	1,6	242
23:30	Jazz/Concert	Fri	301	0,7	430	0,6	502	0,8	376	1,3	232
00:30	Repetitions	M-F	129	0,3	430	0,3	430	0,3	430	0,5	258
01:00	Night Programme	M-F	86	0,2	430	0,2	430	0,2	430	0,4	215
06:00	Children's Show	Sat	196	0,4	490	0,3	653	0,5	392	0,7	280
07:55	The Day Starts with Georgi Lyubenov	Sat	726	1,6	454	1,5	484	1,7	427	4,7	154
11:00	Tourism.BG	Sat	588	1,2	490	1,1	535	1,3	452	2,2	267
11:30	Jeneas	Sat	588	1,2	490	1,1	535	1,3	452	2,2	267
12:00	News	Sat	784	1,6	490	1,5	523	1,7	461	3,0	261
12:30	The Furrows	Sat	1200	2,6	462	2,3	522	2,9	414	4,8	250
13:00	Our Music is Coming	Sat	870	2,0	435	1,8	483	2,2	395	3,7	235
14:00	Feature Film	Sat	539	1,1	490	1,0	539	1,2	449	2,0	270
15:30	Book of Books	Sat	686	1,4	490	1,3	528	1,5	457	2,6	264
16:00	Religion Today	Sat	686	1,4	490	1,3	528	1,5	457	2,6	264
17:00	Eternal Music	Sat	539	1,1	490	0,9	599	1,3	415	2,0	270
17:30	Discovery/BNT Presents	Sat	539	1,1	490	0,9	599	1,3	415	2,0	270
18:30	Out of the Game	Sat	686	1,4	490	1,2	572	1,6	429	2,6	264
19:00	BNT at the Age of 60 (rep)	Sat	882	1,8	490	1,7	519	1,9	464	3,3	267
20:00	News	Sat	1421	2,9	490	2,7	526	3,1	458	5,4	263
21:00	Saturday Night with Mitko Pavlov	Sat	1000	1,9	526	1,7	588	2,1	476	3,5	286
22:00	My Playlist	Sat	800	1,4	571	1,3	615	1,5	533	2,6	308
23:00	News	Sat	780	1,8	433	1,6	488	2,0	390	3,3	236
23:15	Ctudio X:Feature Film	Sat	539	1,1	490	1,1	490	1,1	490	2,0	270
01:00	Night Programme	Sat	98	0,2	490	0,2	490	0,2	490	0,4	245
06:00	Children's Show	Sun	147	0,3	490	0,3	490	0,3	490	0,6	245
07:00	Paths	Sun	245	0,5	490	0,5	490	0,5	490	0,9	272
07:55	The Day Starts with Georgi Lyubenov	Sun	827	2,0	414	1,7	486	2,3	360	4,8	172
11:00	Closely	Sun	588	1,2	490	1,1	535	1,3	452	2,2	267
12:00	News	Sun	686	1,4	490	1,2	572	1,6	429	2,6	264
12:30	Arena Sports	Sun	637	1,3	490	1,1	579	1,5	425	2,4	265
13:30	Music, Music	Sun	686	1,4	490	1,3	528	1,5	457	2,6	264
14:00	Feature Film	Sun	735	1,5	490	1,5	490	1,5	490	2,8	263
15:45	Documentary	Sun	490	1,0	490	0,9	544	1,1	445	1,8	272
16:45	Concert	Sun	294	0,6	490	0,5	588	0,7	420	1,1	267
18:00	The House of Faith	Sun	539	1,1	490	0,9	599	1,3	415	2,0	270
18:30	Toto 2 and Second Chance	Sun	539	1,1	490	0,9	599	1,3	415	2,0	270
19:00	BNT at the Age of 60	Sun	760	1,7	447	1,5	507	1,9	400	3,1	245
20:00	News	Sun	1911	3,9	490	3,6	531	4,2	455	7,2	265
21:00	Sunday BG Movie Night	Sun	1176	2,4	490	2,1	560	2,7	436	4,4	267
23:00	News	Sun	760	1,7	447	1,5	507	1,9	400	3,1	245
23:15	BG Version	Sun	392	0,8	490	0,7	560	0,9	436	1,5	261
01:00	Night Programme	Sun	98	0,2	490	0,2	490	0,2	490	0,4	245

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.	110	7:00 p.m. - 10:00 p.m.	160
12:00 p.m. - 4:00 p.m.	90	10:00 p.m. - 1:00 p.m.	120
4:00 p.m. - 7:00 p.m.	130	1:00 p.m. - 6:00 a.m.	80

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	1 000	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.
- 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 700;
- Outside the city of Sofia - BGN 900.

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

BNT reserves the right to amend its 2021 Sales Policy

The 2021 Rate Card for sale of commercial communications in BNT programmes was approved by decision of BNT Management Board Protocol No.55/10.12.2020, item 10.