

**RATE CARD FOR SALE OF COMMERCIAL COMMUNICATIONS
IN BNT PROGRAMMES, VALID FROM 1 JANUARY 2022**

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

Guaranteed Rating 2022				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	602	1,4	430	1,3	480	1,3	450	2,6	230
09:15	100% Awake	M-F	430	1,0	430	0,9	480	1,0	450	1,9	230
11:00	Culture.BG	M-F	344	0,8	430	0,7	480	0,8	450	1,5	230
12:00	News	M-F	430	1,0	430	0,9	480	1,0	450	1,9	230
13:00	The Last One Wins (rep.)	M-F	301	0,7	430	0,6	480	0,7	450	1,3	230
14:15	Children's Show	M-Th	258	0,6	430	0,5	480	0,6	450	1,1	230
14:00	Little Stories	Fri	301	0,7	430	0,6	480	0,7	450	1,3	230
15:00	Children's Show	Fri	301	0,7	430	0,6	480	0,7	450	1,3	230
16:00	Fast, Easy, Delicious	M-F	387	0,9	430	0,8	480	0,9	450	1,7	230
16:40	World and we	M-F	430	1,0	430	0,9	480	1,0	450	1,9	230
17:00	Bulgaria in 60 Minutes	M-F	645	1,5	430	1,3	480	1,4	450	2,6	250
18:00	News	M-F	1350	3,0	450	2,8	480	3,0	450	5,4	250
18:20	More From the Day	M-W,F	1440	3,2	450	3,0	480	3,2	450	5,8	250
18:45	Toto 2 and Second Chance	Thu	1035	2,3	450	2,2	480	2,3	450	4,1	250
19:00	The Last One Wins	M-F	2000	4,0	500	3,6	550	4,4	450	5,0	400
20:00	News	M-F	2070	4,6	450	4,1	500	4,6	450	6,5	320
21:00	History.BG	Mon	1035	2,3	450	2,1	500	2,3	450	3,2	320
21:00	Referendum	Tue	1125	2,5	450	2,3	500	2,5	450	3,5	320
21:00	Unending Music	Wed	2714	4,6	590	4,4	620	4,5	600	6,0	450
21:00	The favorites of Bulgaria	Thu	2478	4,2	590	4,0	620	4,1	600	5,5	450
21:00	Panorama	Fri	1530	3,4	450	2,9	520	3,1	500	4,8	320
22:00	Late Series	M-F	675	1,5	450	1,4	480	1,4	500	2,9	230
23:00	News	M-F	585	1,3	450	1,2	480	1,3	450	2,5	230
23:30	Series	Mon	301	0,7	430	0,6	480	0,7	450	1,3	230
00:30	Repetitions	M-F	129	0,3	430	0,3	480	0,3	450	0,6	230
01:00	Night Programme	M-F	86	0,2	430	0,2	480	0,2	450	0,4	230
06:00	Children's Show	Sat	196	0,4	490	0,4	550	0,4	500	0,8	250
08:00	The Day Starts with Georgi Lyubenov	Sat	882	1,8	490	1,6	550	1,8	500	3,5	250
11:00	Tourism.BG	Sat	784	1,6	490	1,4	550	1,6	500	3,1	250
11:30	Jeneas	Sat	784	1,6	490	1,4	550	1,6	500	3,1	250
12:00	News	Sat	784	1,6	490	1,4	550	1,6	500	3,1	250
12:30	The Furrows	Sat	1372	2,8	490	2,5	550	2,7	500	5,5	250
13:00	Our Music is Coming	Sat	1029	2,1	490	1,9	550	2,1	500	4,1	250
14:00	Feature Film	Sat	539	1,1	490	1,0	550	1,1	500	2,2	250
15:30	Religion Today	Sat	686	1,4	490	1,2	550	1,4	500	2,7	250
16:00	Out of the Game	Sat	686	1,4	490	1,2	550	1,4	500	2,7	250
17:00	Speak Now	Sat	980	2,0	490	1,8	550	2,0	500	3,9	250
19:00	BNT at the Age of 60	Sat	954	1,8	530	1,7	550	1,7	550	3,2	300
20:00	News	Sat	1537	2,9	530	2,8	550	2,8	550	5,1	300
21:00	BNT Presents	Sat	1219	2,3	530	2,2	550	2,2	550	4,1	300
22:00	My Playlist	Sat	848	1,6	530	1,5	550	1,5	550	2,8	300
23:00	News	Sat	882	1,8	490	1,6	550	1,8	500	3,5	250
23:15	Studio X: Feature Film	Sat	539	1,1	490	1,0	550	1,1	500	2,2	250
01:00	Night Programme	Sat	98	0,2	490	0,2	550	0,2	500	0,4	250
06:00	Children's Show	Sun	147	0,3	490	0,3	550	0,3	500	0,6	250
07:00	Paths	Sun	245	0,5	490	0,4	550	0,5	500	1,0	250
07:55	The Day Starts with Georgi Lyubenov	Sun	980	2,0	490	1,8	550	2,0	500	3,9	250
11:00	Closely	Sun	784	1,6	490	1,4	550	1,6	500	3,1	250
12:00	News	Sun	784	1,6	490	1,4	550	1,6	500	3,1	250
12:30	Arena Sports	Sun	637	1,3	490	1,2	550	1,3	500	2,5	250
13:00	BG Pop Concert	Sun	637	1,3	490	1,2	550	1,3	500	2,5	250
14:30	The House of Faith	Sun	539	1,1	490	1,0	550	1,1	500	2,2	250
15:00	Eternal Music	Sun	539	1,1	490	1,0	550	1,1	500	2,2	250
15:30	The Library	Sun	539	1,1	490	1,0	550	1,1	500	2,2	250
16:30	Business.BG	Sun	735	1,5	490	1,3	550	1,5	500	2,9	250
17:00	Speak Now	Sun	980	2,0	490	1,8	550	2,0	500	3,9	250
18:45	Toto 2 and Second Chance	Sun	735	1,5	490	1,3	550	1,5	500	2,9	250
19:00	BNT at the Age of 60	Sun	901	1,7	530	1,6	550	1,6	550	3,0	300
20:00	News	Sun	2067	3,9	530	3,8	550	3,8	550	6,9	300
21:00	Sunday BG Movie Night	Sun	1272	2,4	530	2,3	550	2,3	550	4,2	300
23:00	News	Sun	833	1,7	490	1,5	550	1,7	500	3,3	250
23:15	Feature Film	Sun	539	1,1	490	1,0	550	1,1	500	2,2	250
01:00	Night Programme	Sun	98	0,2	490	0,2	550	0,2	500	0,4	250

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 2022 Sales Policy

The 2022 Rate Card for sale of commercial communications in BNT programmes was approved by decision of BNT Management Board Protocol No 44/03.11.2021, item 16.