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TV BULGARIA



Advertising
Rates

ADVERTISEMENT

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Rate card for broadcasting commercials in
Bloomberg TV Bulgaria

TIME SLOT	7:00-10:30	10:30-17:00	17:00-19:30	19:30-23:00	23:00-01:00	01:00-07:00	
RATE	BGN 200	BGN 100	BGN 350	BGN 500	BGN 170	BGN 60	

► The price is for spot with duration of 30 seconds.

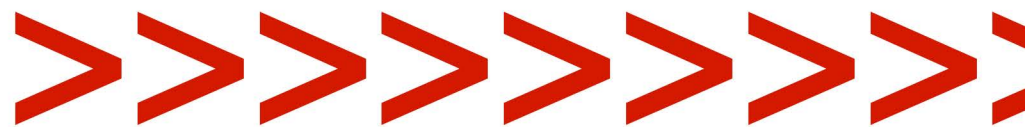
Extra charges:

- First and last position in the commercial break +25%;
- First or last position in the commercial break +20%;
- Choice of commercial break +10%;
- Commercial spots with additional brand +20%.

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Rates depending on the
duration of the spots

% OF THE PRICE

Up to 5"
40%
OF THE PRICE

Up to 10"
50%
OF THE PRICE

Up to 15"
80%
OF THE PRICE

Up to 20"
90%
OF THE PRICE

Up to 30"
100%
OF THE PRICE

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Volume discount

FROM – TO (BGN) / DISCOUNT

FROM – TO (BGN)

500 - 10 000

5%

DISCOUNT

FROM – TO (BGN)

10 001 - 20 000

7%

DISCOUNT

FROM – TO (BGN)

20 001 - 40 000

10%

DISCOUNT

FROM – TO (BGN)

40 001 - 60 000

13%

DISCOUNT

More than BGN 60 000

**Discount upon
agreement**

DISCOUNT

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Prices for broadcasting
of paid reportage

TIME SLOT

07:00 - 17:00

18:00 - 23:00

1 MINUTE

BGN 350

BGN 750

2 MINUTE

BGN 600

BGN 1400

The following extra charges apply for shooting and montage:

- Shooting in Sofia – BGN 300;
- Shooting outside Sofia
– from BGN 500 to BGN 1000, depending on the distance

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Sponsorship and non-standard forms of advertising

NON-STANDARD FORM OF ADVERTISING

INDEX TO 30" SPOT

Sponsorship tag 7"+7"	100%
Branded break ID commercial, no sound 4"+4"	90%
Branded break ID commercial with sound 4"+4"	110%
Branded bug/cut-in up to 10"	50%
Vertical form of branded break ID 7"+7"	120%
Logo in the Credits	50%
Sponsored promo 20"	60%

- You can contact the Sales Department to learn more about all current proposals for sponsorship packages of TV shows and programs.
- Non-standard (alternative) forms of advertising are applicable for the whole program pursuant to the Radio and Television Law.
- Upon client's request, the Sales Department will prepare special packages for alternative forms of advertising.

All prices are VAT exclusive.