

**RATE CARD FOR SALE OF COMMERCIAL COMMUNICATIONS
IN BNT PROGRAMMES, VALID FROM 01 AUGUST 2025**

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

Guaranteed Rating 2025				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	Children Program	M-F	984	1,4	703	1,3	785	1,3	737	2,6	376
06:55	The Day Begins	M-F	984	1,4	703	1,3	785	1,3	737	2,6	376
09:30	Series/Documentary/Feature Film	M-F	703	1,0	703	0,9	785	1,0	737	1,9	376
11:00	Kid's Quiz Show: I Know That (rep)	M-F	562	0,8	703	0,7	785	0,8	737	1,5	376
12:00	News	M-F	703	1,0	703	0,9	785	1,0	737	1,9	376
13:00	The Last One Wins (rep.)	M-F	492	0,7	703	0,6	785	0,7	737	1,3	376
14:15	Children Program	M-Th	422	0,6	703	0,5	785	0,6	737	1,1	376
14:30	Eternal Music (rep)	Fri	492	0,7	703	0,6	785	0,7	737	1,3	376
15:00	Children Program	Fri	492	0,7	703	0,6	785	0,7	737	1,3	376
16:00	Quickly, Easy, Tasty	M-F	633	0,9	703	0,8	785	0,9	737	1,7	376
16:30	Series/Documentary	M-F	703	1,0	703	0,9	785	1,0	737	1,9	376
18:00	News	M-F	2 211	3,0	737	2,7	819	3,0	737	4,2	525
18:30	65 Years On the Air	M-Th-F	2 358	3,2	737	2,9	819	3,2	737	4,5	525
18:45	Toto 2 and Second Chance	Thu	1 695	2,3	737	2,1	819	2,3	737	3,2	525
19:00	The Last One Wins (rep)	M-F	3 276	4,0	819	3,6	900	4,4	737	5,7	571
20:00	News	M-F	###	4,6	737	4,1	819	4,6	737	6,5	525
21:00	Series	M-Th	1 695	2,3	737	2,1	819	2,3	737	3,2	525
21:00	Feature Film	Fri	###	3,4	737	3,1	819	3,4	737	4,8	525
22:00	Late Series	M-Th	1 106	1,5	737	1,4	819	1,5	737	2,1	525
23:00	News	M-F	958	1,3	737	1,2	819	1,3	737	1,8	525
23:30	Late Series	M-Th	492	0,7	703	0,6	785	0,7	737	1,3	376
23:30	Feature Film/Concert	Fri	492	0,7	703	0,6	785	0,7	737	1,3	376
00:30	Repetitions	M-F	211	0,3	703	0,3	785	0,3	737	0,6	376
02:00	Night Programme	M-F	141	0,2	703	0,2	785	0,2	737	0,4	376
06:00	Children Program	Sat	321	0,4	802	0,4	900	0,4	819	0,8	410
07:30	The Library (rep)	Sat	882	1,1	802	1,0	900	1,1	819	2,2	410
08:00	The Day Begins with Georgi Lyubenov (rep)	Sat	1 604	2,0	802	1,8	900	2,0	819	3,9	410
09:00	Morning Block	Sat	1 604	2,0	802	1,8	900	2,0	819	3,9	410
11:00	Tourism.BG (rep)	Sat	1 524	1,9	802	1,7	900	1,9	819	3,7	410
11:30	Taste the world with...(rep)	Sat	1 524	1,9	802	1,7	900	1,9	819	3,7	410
12:00	News	Sat	###	1,8	802	1,6	900	1,8	819	3,5	410
12:30	Furrows (rep)	Sat	2 326	2,9	802	2,6	900	2,8	819	5,7	410
13:15	Here Comes Our Music (rep)	Sat	1 684	2,1	802	1,9	900	2,1	819	4,1	410
14:30	Religion Today (rep)	Sat	882	1,1	802	1,0	900	1,1	819	2,2	410
15:30	Family Feature Film	Sat	1 123	1,4	802	1,2	900	1,4	819	2,7	410
17:00	Speak Now (rep)	Sat	1 734	2,0	867	1,9	900	1,9	900	3,5	491
18:00	Feature Film	Sat	1 734	2,0	867	1,9	900	1,9	900	3,5	491
19:45	Tell Me a Fairy Tale	Sat	1 734	2,0	867	1,9	900	1,9	900	3,5	491
20:00	News	Sat	###	3,5	867	3,4	900	3,4	900	6,2	491
21:00	BG Series	Sat	###	3,7	867	3,6	900	3,6	900	6,5	491
22:00	News	Sat	2 168	2,5	867	2,4	900	2,4	900	4,4	491
22:15	The Best Years of Our Lives	Sat	1 561	1,8	867	1,7	900	1,7	900	3,2	491
23:15	Feature Film/Concert	Sat	882	1,1	802	1,0	900	1,1	819	2,2	410
00:45	Repetitions	Sat	241	0,3	802	0,3	900	0,3	819	0,6	410
02:00	Night Programme	Sat	160	0,2	802	0,2	900	0,2	819	0,4	410

Guaranteed Rating 2025				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	Children Program	Sun	241	0,3	802	0,3	900	0,3	819	0,6	410
07:30	The House of Faith (rep)	Sun	882	1,1	802	1,0	900	1,1	819	2,2	410
08:00	The Day Begins with Georgi Lyubenov (rep)	Sun	1 604	2,0	802	1,8	900	2,0	819	3,9	410
09:00	Morning Block	Sun	1 604	2,0	802	1,8	900	2,0	819	3,9	410
11:00	Up Close (rep)	Sun	1 283	1,6	802	1,4	900	1,6	819	3,1	410
12:00	News	Sun	1 363	1,7	802	1,5	900	1,7	819	3,3	410
12:30	Arena Sport	Sun	1 203	1,5	802	1,3	900	1,5	819	2,9	410
13:30	The Bulgarian Village (rep)	Sun	1 043	1,3	802	1,2	900	1,3	819	2,5	410
14:00	Little Stories (rep)	Sun	1 043	1,3	802	1,2	900	1,3	819	2,5	410
15:00	I Study, I Know and I Play (rep)	Sun	1 043	1,3	802	1,2	900	1,3	819	2,5	410
15:30	Family Feature Film	Sun	1 043	1,3	802	1,2	900	1,3	819	2,5	410
17:00	Kid's Quiz Show: I Know That (rep)	Sun	###	1,8	802	1,6	900	1,8	819	3,5	410
18:00	You Have an Appointment with...Diana Ljubenova (rep)	Sun	1 647	1,9	867	1,8	900	1,8	900	3,4	491
18:45	Toto 2 and Second Chance	Sun	1 301	1,5	867	1,4	900	1,4	900	2,6	491
19:00	With BNT Forever (rep)	Sun	1 734	2,0	867	1,9	900	1,9	900	3,5	491
19:45	Tell Me a Fairy Tale	Sun	1 734	2,0	867	1,9	900	1,9	900	3,5	491
20:00	News	Sun	3 381	3,9	867	3,8	900	3,8	900	6,9	491
21:00	BG Series	Sun	###	2,6	867	2,5	900	2,5	900	4,6	491
22:00	News	Sun	2 168	2,5	867	2,4	900	2,4	900	4,4	491
22:15	The Best Years of Our Lives	Sun	2 081	2,4	867	2,3	900	2,3	900	4,2	491
23:15	Feature Film	Sun	882	1,1	802	1,0	900	1,1	819	2,2	410
00:45	Repetitions	Sun	241	0,3	802	0,3	900	0,3	819	0,6	410
02:00	Night Programme	Sun	160	0,2	802	0,2	900	0,2	819	0,4	410

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.	225	7:00 p.m. - 10:00 p.m.	310
12:00 p.m. - 4:00 p.m.	215	10:00 p.m. - 1:00 p.m.	225
4:00 p.m. - 7:00 p.m.	260	1:00 p.m. - 6:00 a.m.	145

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	1 740	5 040	145
2	5 041	8 400	120
3	over 8 401		100

- 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 in BNT1, BNT2, BNT3 and BNT4 programme:

Form of Advertising	Index, about 30 sec.	Duration in seconds
Paid report	200%	up to 60

- The price to broadcast over one or more minutes of paid report is calculated linearly for the difference after the first minute based on the price of one-minute paid report.

4.1. Price to shoot and produce paid report:

- Within the city of Sofia - BGN 1 150;
- Outside the city of Sofia - BGN 1 450.

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

BNT reserves the right to amend its 2025 Sales Policy

The 2025 Rate Card for sale of commercial communications in BNT programmes was approved by decision of BNT Management Board Protocol №22/18.06.2025, p.06.