



To: Advertisers and advertising agencies
Date: June 30, 2010
Re: Summer 2010 Seasonal Promotion for bTV, bTV Comedy, bTV Cinema, PRO.BG and RING.BG

Dear Colleagues,

We are contacting you regarding the traditional and promotional offers for summer 2010. Note that we have included a new and in our opinion really attractive option for obtaining seasonal bonuses. Please, have in mind that the promotional offers that you can see below are valid for all TV channels that belong to the group of CME in Bulgaria – bTV, bTV Comedy, bTV Cinema, PRO.BG and RING.BG.

Option 1: Regular seasonal promotion (01 July – 31 August, 2010)

In case that you buy a package for bTV planned by the Sales Department of the Media or a package for bTV Comedy, bTV Cinema, PRO.BG and/or RING.BG according to the standard rate card in the period between 01 July and 31 August, 2010 you will be entitled to receive 100% bonus airings over the number of spots that we have positioned in the course of the campaign in the respective channel/s. If you choose the option to plan your flights independently, you will receive 50% bonus airings over the number of ordered spots in the course of the campaign in the respective channel. All discounts that you have received for the respective channel/s without the package discount shall be valid.

NEW!!!

Option 2: Exclusive “Summer 2010” promotion (01 July – 30 September, 2010)

In order to take advantage of this specific promotion, which is also is valid for all channels of CME Bulgaria - bTV, bTV Comedy, bTV Cinema, PRO.BG and RING.BG, however, includes a longer period of 3 months (01 July – 30 September, 2010), you should comply with the following conditions:

- ✓ Allocation of the campaign budget per time slots, as follows:

Allocation	bTV	bTV Comedy, bTV Cinema, PRO.BG, RING BG
DT 06:00-17:00 minimum	33%	Allocation in accordance with the official rate card and the order templates of the respective channel/s.
PA 17:00-19:00 maximum	7%	
PT 19:00-23:30 maximum	55%	
LF 23:30-02:00 maximum	5%	

- ✓ Guarantee of at least 80% share of the total budget of Client or of Brand/s for the period of the promotion (01 July – 30 September, 2010). At most 75% of this budget should be invested in bTV and at least 25% in bTV Comedy, bTV Cinema, PRO.BG, and/or RING.BG.

In case that you comply with these conditions, you shall receive the following bonus airings over the number of spots ordered for the relevant campaigns.

Share in bTV, bTV Comedy, bTV Cinema, PRO.BG, RING.BG	Bonus spots 2010		
	01-31 July	01-31 August	01-30 September
80%	110%	110%	60%
100%	150%	150%	100%

Please have in mind that promotional Option 1 and Option 2 are mutually exclusive. According to Option 2 you have the right to plan your campaigns according to the budget allocation scheme set above. However, the Media will position the bonuses in the course of the campaign. All discounts, which you are usually entitled to receive for each respective channel except for the package discount shall be valid.





bTV Media Group

Terms for clients that have signed a contract including a share and/or budget guarantee on an annual basis for CME Bulgaria's group of TV channels:

Clients who have already entered contractual relations including a share guarantee on an annual basis for TV channels of the CME Bulgaria can take an advantage of Option 2 if they agree in writing with the following terms:

- ✓ to guarantee a share for promotional period, which is not less than their share guarantee according to their agreement;
- ✓ during the promotional period and for the respective campaigns, complying with terms of the promotion they will use only the standard discounts with the exception of the package discount for bTV;
- ✓ to agree that if the share they have guaranteed for promotional campaigns exceeds their share guarantee for 2010, their additional investment for promotional period that corresponds to the difference between the guaranteed share on a promotional basis and the guaranteed share on annual basis) will be accounted for as additional to their share and budget guarantees on annual basis.

The current promotional offer is valid until total sell-out of the promotional airtime determined by our Sales Department.

If you are interested in our offers, please, do not hesitate to contact with further enquiries.

Yours faithfully,

Sales Department
bTV, bTV Comedy, bTV Cinema, PRO.BG, RING.BG



bTV Media Group

