



**Ad Airtime Buying Conditions for bTV Comedy, bTV Cinema, PRO.BG & RING.BG
Valid as of 1st of July, 2010**

Spot prices (Client/Agency media-planning)

Time Zone	From	Until	Prices in BGN for 30" spot length and excl. VAT
DT	07:00	18:00	350
PT	18:00	23:00	500
LF	23:00	01:00	300
N	01:00	07:00	60

The prices for **Champions League, Europe League, and A Group**, which were initially generated by PRO.BG stay valid until a new rate card is generated.

Packages in bTV Comedy, bTV Cinema, PRO.BG, RING.BG (Media's planning)

Duration	Budget in BGN excl. VAT	Price for 30" in BGN excl. VAT
Up to 4 weeks	From 2 880 to 9 040	90
Up to 4 weeks	from 9 041 to 17 010	80
Up to 4 weeks	from 17 011 to 22 980	70
Up to 4 weeks	Above 22 981	60

Package Discount

Clients can choose to allocate the budget invested according to the packages above in one or more channels upon their discretion. However, we offer the following different levels of package discount, depending on the number of channels among which the client has decided to distribute the package budget.

No. of TV Channels	Package discount valid for each channel	Budget distribution (%)
1 channel	0%	100
Combination of 2	15%	50/50
Combination of 3	35%	33/34/33
Combination of 4	50%	25/25/25/25

The Sales Department reserves the right to propose changes in the budget distribution between the channels.





Coefficient scale

Spot Duration (seconds)	Coefficient	Spot Duration (seconds)	Coefficient
5	40%	35	120%
10	60%	40	140%
15	75%	45	160%
20	90%	50	180%
25	95%	55	190%
30	100%	60	200%

Definitions

- The advertising breaks associated with certain program are the one before and all that interrupt it
- All the spots in a program are evenly rotated among its breaks.
- Prices are calculated in BGN for 30" spot length spot and excl. VAT.
- Prices for copies with length different from 30" are calculated as stated on the scale above.
- Prime Time: from 18:00 until 23:00.
- The distribution of spots for Prime Time and Out of Prime Time for bTV Comedy, bTV Cinema, PRO.BG, and RING.BG is 30/70.

Agency Discount

All advertising or media agencies, members of AAA or other international association of agencies receive 5% discount.

Volume Discount for 2010

The volume discount is calculated based on the gross volume of all orders of a client or agency for the period Jan 01 – Dec 31, 2010, considering that gross volumes for bTV Comedy, bTV Cinema are calculated separately, and those for PRO.BG and RING.BG together.

Gross volume means the amounts of all schemes before calculating any discounts and before calculating VAT.

**Volume discount for gross budget accumulated separately for each channel in 2010
bTV Comedy and bTV Cinema**

From	Up to	Discount
5 000	15 000	3%
15 001	25 000	4%
25 001	35 000	5%
35 001	50 000	6%
50 000	75 000	7%
75 001	100 000	8%
100 001	150 000	9%
150 001	200 000	11%
200 001	300 000	14%
300 001	400 000	16%
400 001	500 000	18%
500 001	+	20%

**Volume discount for gross budget accumulated in 2010 for both
PRO.BG and RING.BG**

From	Up to	Discount
20 000	30 000	2%
30 001	40 000	3%
40 001	45 000	4%
45 001	50 000	5%
50 001	80 000	6%
80 001	110 000	7%
110 001	120 000	8%
120 001	150 000	9%
150 001	180 000	10%
180 001	200 000	12%
200 001	+	Subject to negotiations but not more than 15%





Augmented: Budget Growth / Preferential volume / Combined Discount

See Discounts Granted by bTV in 2010 - update, valid as of 1st of July 2010 for all TV channels of CME Bulgaria: bTV, bTV Comedy, bTV Cinema, PRO.BG, RING.BG

Package Discount

See page 1.

Notes

- The order for calculating discounts is: Agency; Volume; Augmented: Growth, Preference, and Combined; Package.
- Granting/Obtaining of the above discounts is not a condition for signing a contract for advertising/sponsorship.
- The stated prices and discount scales are in BGN and excluding VAT.

Sponsorship tags and alternative forms of advertising

According to the Clients needs, a special proposal can be made by the Sales Department, including sponsorship tags and other alternative forms of advertising.

Deadline Policy

Description	Deadline
1. Placing an order	Two working days prior to the first airing date
2. Submitting the Advertising Materials	Two working days prior to the first airing date
3. Authorization Letter	Two working days prior to the date of the campaign's first broadcast
4. Payment	100% in advance, two days prior to the first airing date at the latest

Surcharge policy

Type of Surcharge	Surcharge Amount
1. Top & Tail position in a commercial break	25% increase of the rate card price of every spot
2. Top position in a commercial break	20% increase of the rate card price
3. Tail position in a commercial break	20% increase of the rate card price
4. Selection of a commercial break	10% increase of the rate card price
5. Selection of a commercial break and top or tail position	30% increase of the rate card price
6. Co-advertising	Up to 40% increase of the rate card price for every additional Advertiser

Surcharge policy

Type of Surcharge	Surcharge Amount
1. Urgent cancellation of commercial spots	10% of the cancelled spots' gross value for a period shorter than 7 working days
2. Delayed submitting of the advertising schedule *	BGN 100 w/t VAT
3. Delayed submitting of the Advertising Materials *	BGN 100 w/t VAT

* bTV cannot be held responsible for any mistakes, if the submitting of the advertising schedules and Materials is delayed.





bTV Media Group

With the exception of the hereby stated additional conditions, advertising in bTV Comedy, bTV Cinema, PRO.BG, RING.BG is subject to the General Rules for airing of advertising spots, sponsorship tags, and other advertising forms in the programs of bTV, bTV Comedy, bTV Cinema for 2010”.

In case that, Clients with annual deals would like to take advantage of the current rate card within the terms of its validity they can do so by notifying the Sales Department in writing.

The Sales Department reserves the right to make changes in the present buying conditions.

In case you have questions regarding advertising on bTV Comedy, bTV Cinema, PRO.BG, RING.BG, please do not hesitate to contact CME Bulgaria Sales Department at +359 2 9176 800 or +359 2 9176 822.



bTV Media Group

PRO.BG

