



DAY 5
CLASS WORK
1 MATHS
2 INFORMATICS
BREAK
3 ENGLISH
4 SCIENCE

BACK TO SCHOOL

PERIOD: SEPTEMBER 05 – 17

SPECIAL OFFER

BACK TO SCHOOL

September will be colorful and musical! For many children, the month is associated with the end of summer and the start of the school year. And their parents are frantically preparing to provide them with everything they need. And this year, the dynamic charge of the period before the first day of school will inspire an exciting mix of emotions and unforgettable experiences, thanks to the activities prepared by bTV Media Group.

At a special event in the park, children and their parents will have fun with games and prizes in the presence of beloved faces from bMG's television and radio broadcasts. The campaign that the media group is preparing for its partners is unfolding live and on all platforms with useful information, brand activities and on-air presence on Before Noon and The Nikolaos Tsitiridis Show



SPECIAL OFFER

Promo and live announcements

Branded marquee with banners

Merch, giveaways, sampling

Branded corners with mascots
and entertainers

N-JOY EVENT

ПРЕЗ СЕПТЕМВРИ В ЕФИР И НА ЖИВО ПО ВРЕМЕ НА СЪБИТИЕ



It's time for even wilder fun, games, interactions, songs and laughter at the venue, as well as countless gifts and smiles too on the air! We invite you to become part of our unforgettable BackToSchool adventure with radio N-JOY, which we will traditionally hold before the start of the school year this fall in the South Park in the capital. The date is September 17th!

Before the event, we will rotate on-air sponsorship broadcasts through promo announcements and live coverage by our hosts, who will announce your sponsorship and invite listeners to be guests at our joint event, where you can surprise them with a compliment. The program includes a number of favorite famous artists.

 **N-JOY ON AIR AND LIVE**

NJOY Radio
www.njoy.bg

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BACK TO SCHOOL WITH RADIO N-JOY

We will reserve the grand lawn in South Park, where we have the sponsors' tents set like an amphitheater on the big stage. There will be performances by famous musicians, and the stage might include you with a big prize from your brand.

Centrally in front of the stage is a place for competitions and prizes, and our loyal friends in the fun and sampling are usually over 1000 children and their parents. We diversify the program with 10 types of games with animators, including archery, dribbling with a ball, darts, relay games in several competitive rounds, as well as wheel of fortune. On more than one occasion, the legendary Dancho Yovchev personally handed out the grand prize – a bicycle.



NJOY Radio
www.njoy.bg

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SPECIAL OFFER

Product Integration

Live Broadcast

Alternative Forms

TV PRESENCE OFFER



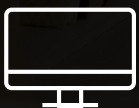
WHAT DO YOU WANT TO BE

A special video on the air of "Before Noon" will tell what the new dreams of students are with a new reading of the question "what do you want to be" and which are the most useful and desired subjects for students today.

The client's integration will be specified according to their activity.

We will warm up the audience with announcements from the studio, directing the viewer's attention to the event of Radio N-JOY.

BEFORE NOON





THE NIKOLAOS "CLASS"

The inexhaustible resource of entertainment in feverish anticipation of the new school year will take over Nikolaos Tsitiridis as well.

In "Nikolaos+", the host will take on the role of a teacher at the school he graduated from, meet the principal, teachers and students, and even give a "lesson" himself.

The client's integration will be specified according to their activity.

THE LATE NIGHT SHOW



LIVE FEED

Coverage from the venue of N-JOY Radio's "Back to School" event will convey the charge of the new school year, emotions, games and entertainment for children and their parents.

The video will feature the client's branding at the event or a conversation with their on-site representative.

The client's integration will be specified according to their activity.

THIS SATURDAY



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FOR THE FIRST DAY OF SCHOOL

We will build communication through overlay forms of the client, broadcast in a daily slot on bTV in the period before the start of the new school year, pointing to necessary studying supplies for the start of the school year.

bTV



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SPECIAL OFFER

Creative Branding

Thematic Content

SoMe Activities

DIGITAL PRESENCE OFFER

THEMATIC ASSOCIATION

We offer exclusive branding on the pages of njoy.bg, through which we will actively promote the event in the South Park. As an additional channel of communication, we will add ladyzone.bg, where the editors will once again touch on the topic of school and children.

We propose to organize a fun giveaway on the social channels of "The Nikolaos Tsitiridis Show" and at the same time we will brand the page of the show, with which we will enhance the presence in "The Nikolaos Class".



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FINANCIAL OFFER

TV	Channel	Position	Num. broadcasts	Period	Gross price per ratecard	Special gross price	Final net price
PP Before Noon	bTV	Outdoor video	1	12.09 – 15.09	78 409	40 302	30 438
PP Before Noon	bTV	Studio announcements	3	05.09 -15-09			
PP Late Night Show	bTV	Nikolaos+	1	12.09 – 16.09			
PP This Saturday	bTV	This Live Feed	1	17.09			
AA Cut-in Ad	bTV	DT	15	05.09-16.09			
DIGITAL	Channel	Position	Num. broadcasts / impressions	Period	Gross price per ratecard	Special gross price	Final net price
Sponsored game & boosted post	Facebook	homepage	1	05.09 - 16-09	13 004	8 672	6 670
P-wallpaper	btv.bg	btv.bg/shows/shoutonanikolaos/	84 000	05.09 - 18-09			
Half-page 300x600	ladyzone.bg	All pages desktop & mobile	144 00	05.09 - 18-09			
Skin ad + 300x600	njoy.bg	all pages	112 000	05.09 - 18-09			
RADIO	Channel	Position	Num. broadcasts	Period	Gross price per ratecard	Special gross price	Final net price
Promo announcements 10 days before the event	N-JOY	N-JOY AIR	70	05.09. - 16.09.	7 350	5 119	4 451
Live announcements 10 days before the event		N-JOY AIR	30				
PR publications on the radio website and social networks	www.njoy.bg	N-JOY Social Media	2				
Tent with banners and sampling		During the event	1	17.09.			
TOTAL							41 559

- Prices are in BGN and do not include VAT.
- Net prices are final and other discounts are not applicable; The price does not include the production of advertising forms.
- The price for the radio does not include organizational costs of BGN 680 without VAT.

We look forward to seeing you back to school!

